



1/43

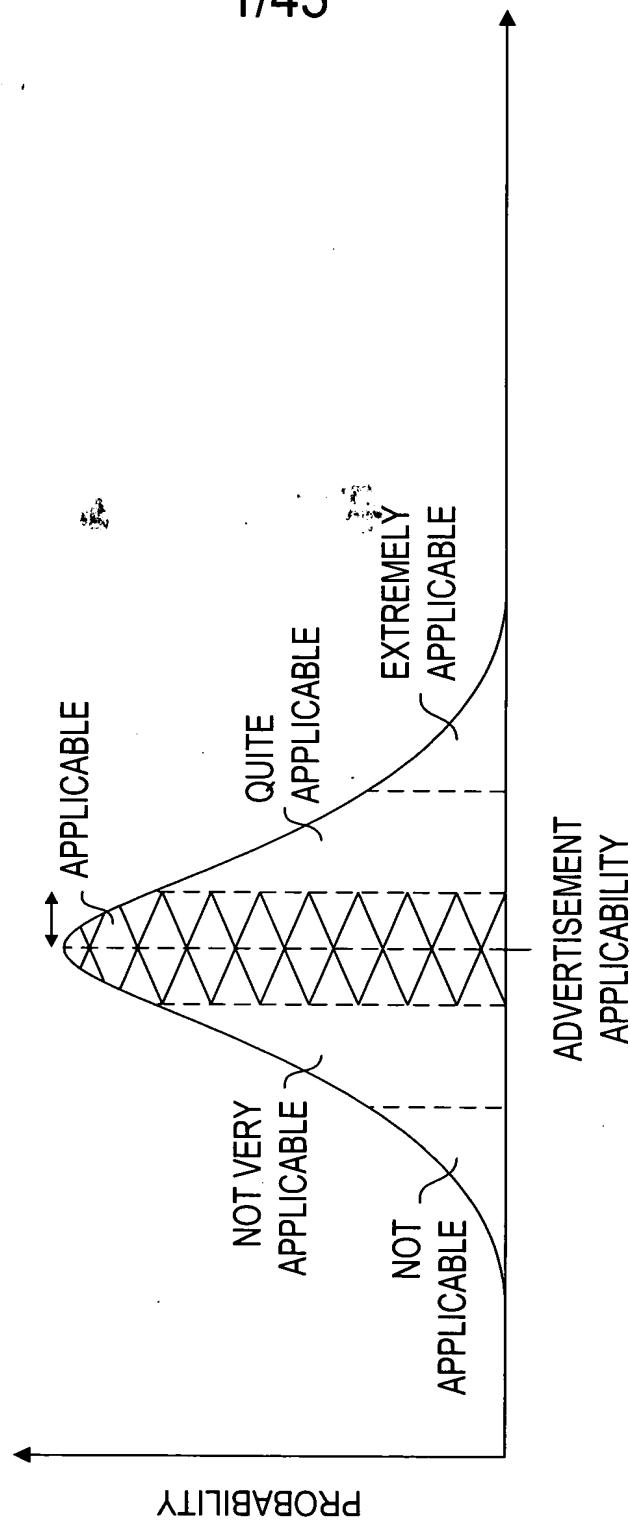


FIG. 1A

+



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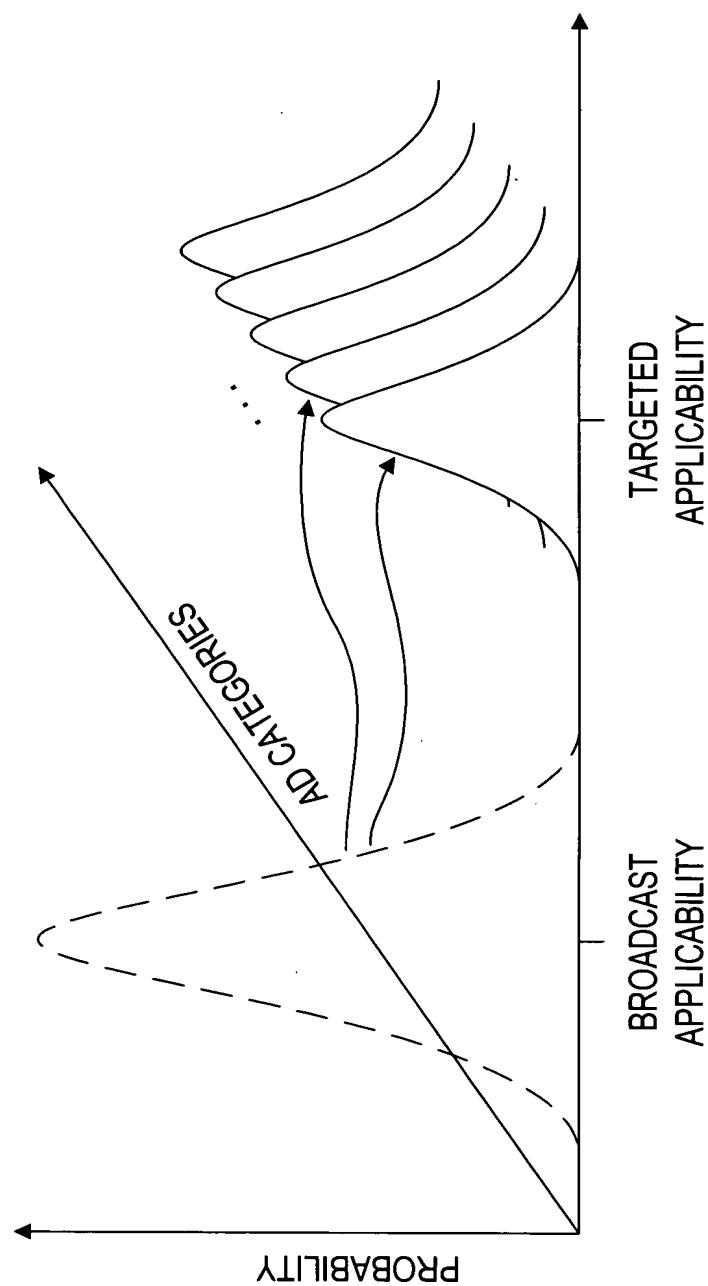


FIG. 1B



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ADVERTISEMENT SUCCESS RATES		
ADVERTISEMENT APPLICABILITY		SUCCESS RATE
EXTREMELY APPLICABLE		0.05
QUITE APPLICABLE		0.03
APPLICABLE		0.01
NOT VERY APPLICABLE		0.005
NOT APPLICABLE		0.001

FIG. 1C



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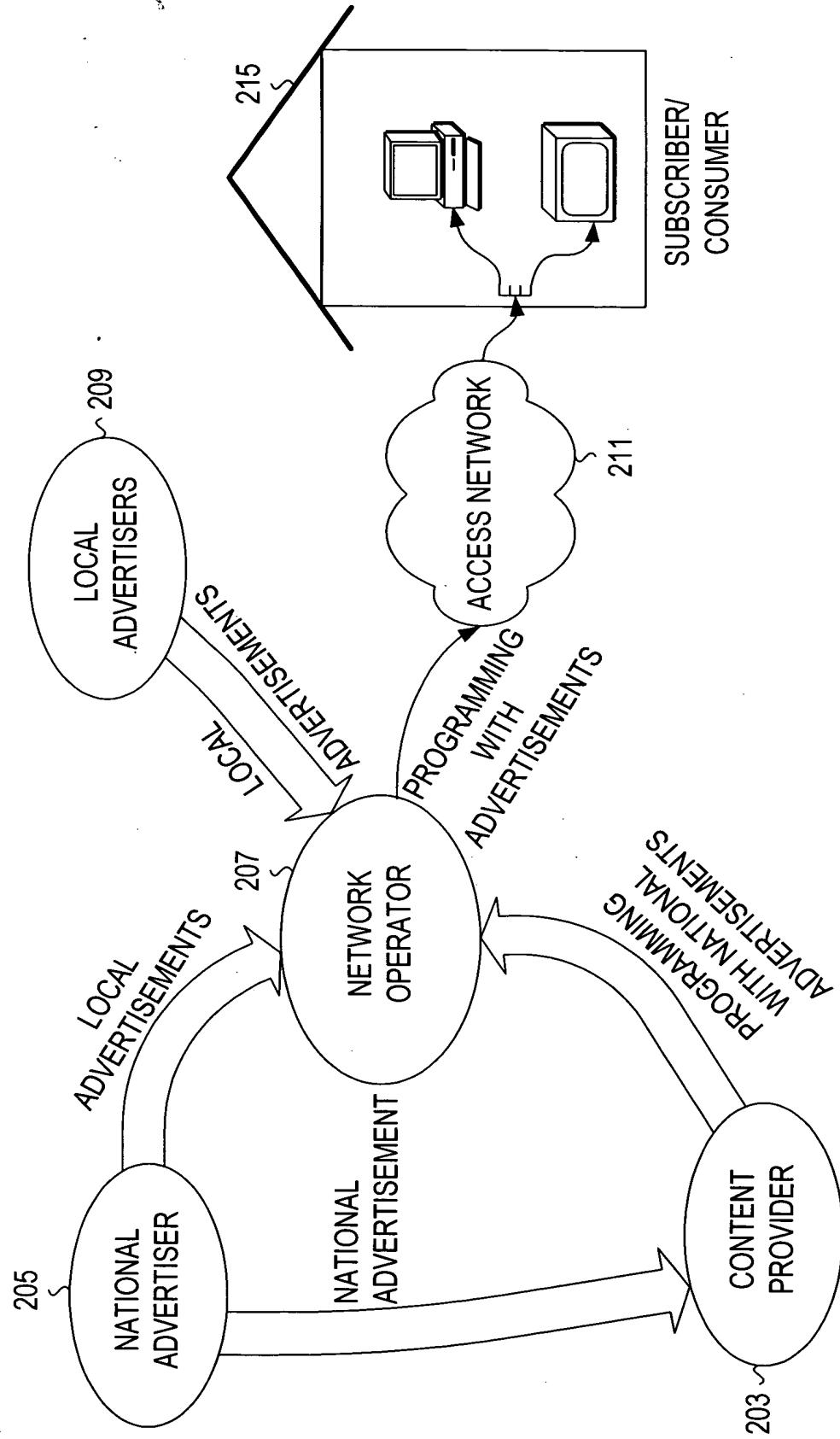


FIG. 2



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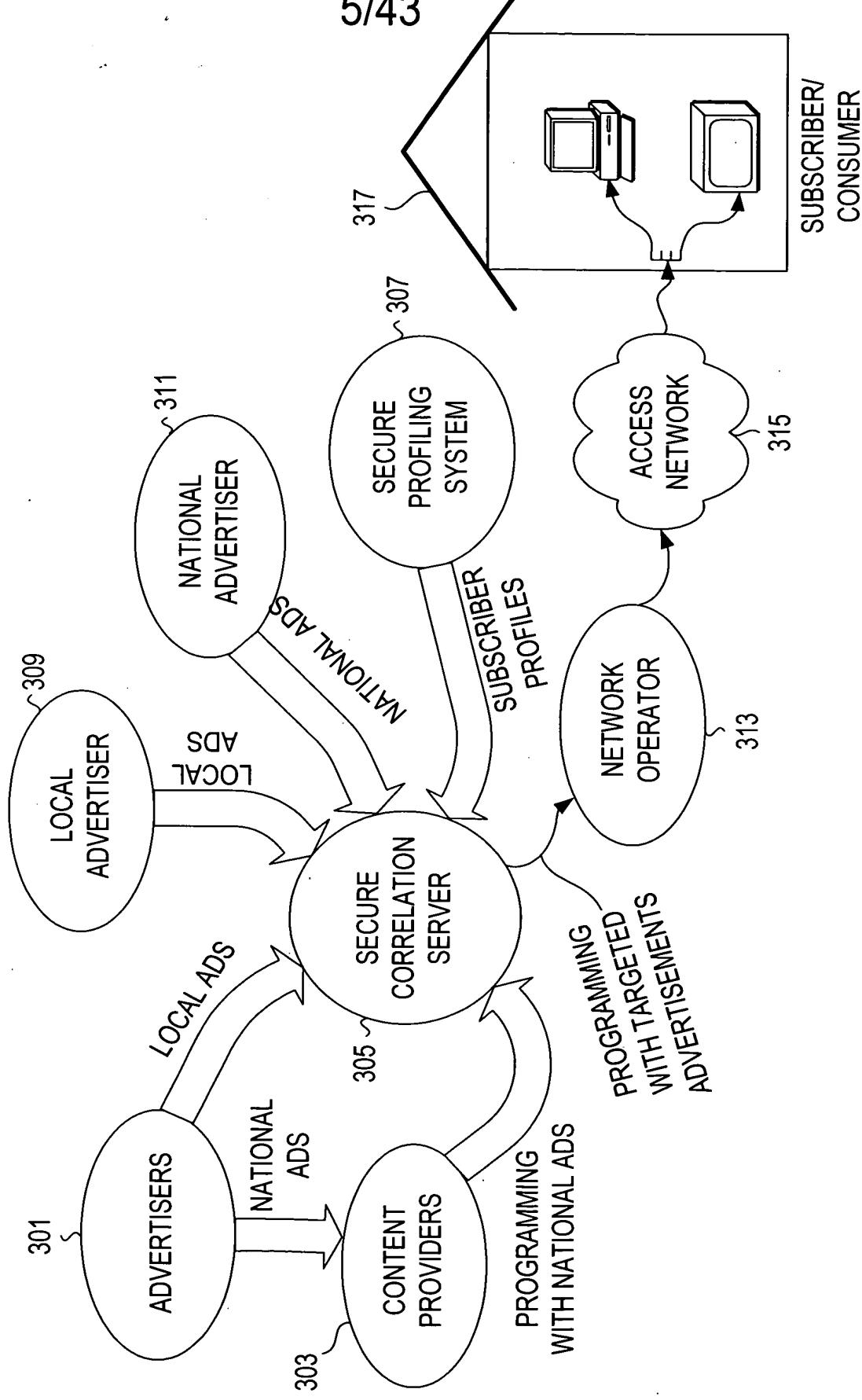


FIG. 3



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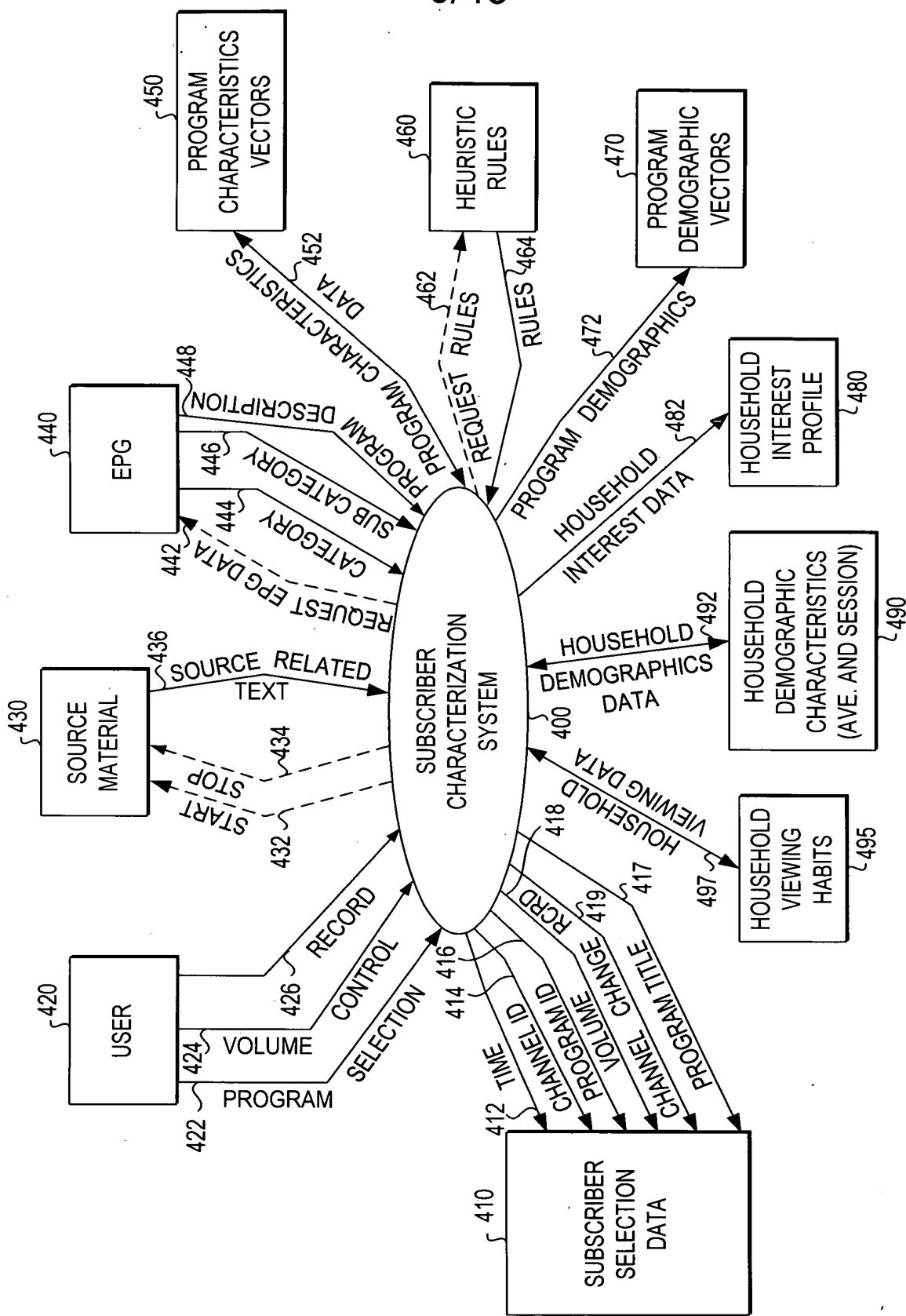


FIG. 4



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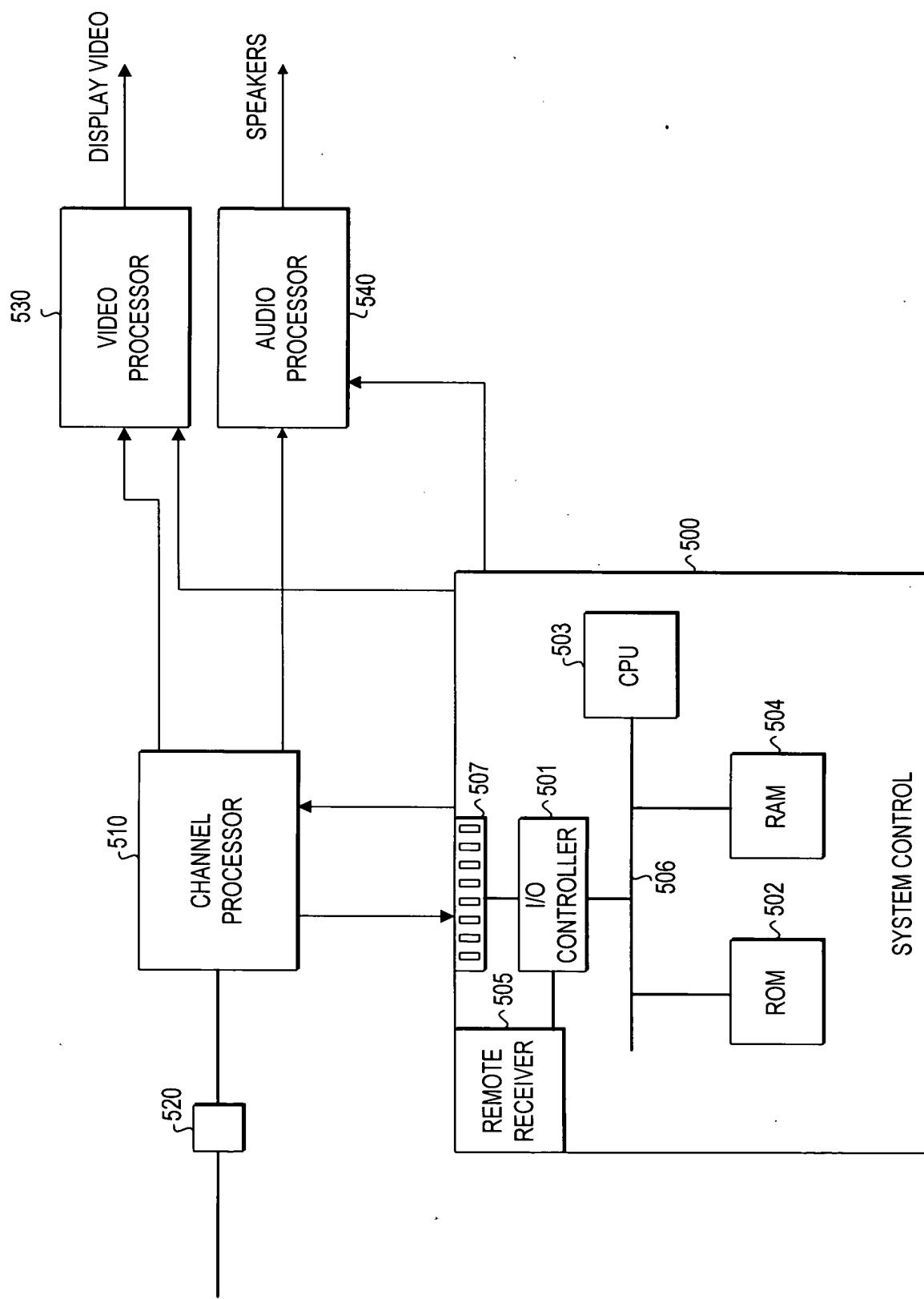


FIG. 5



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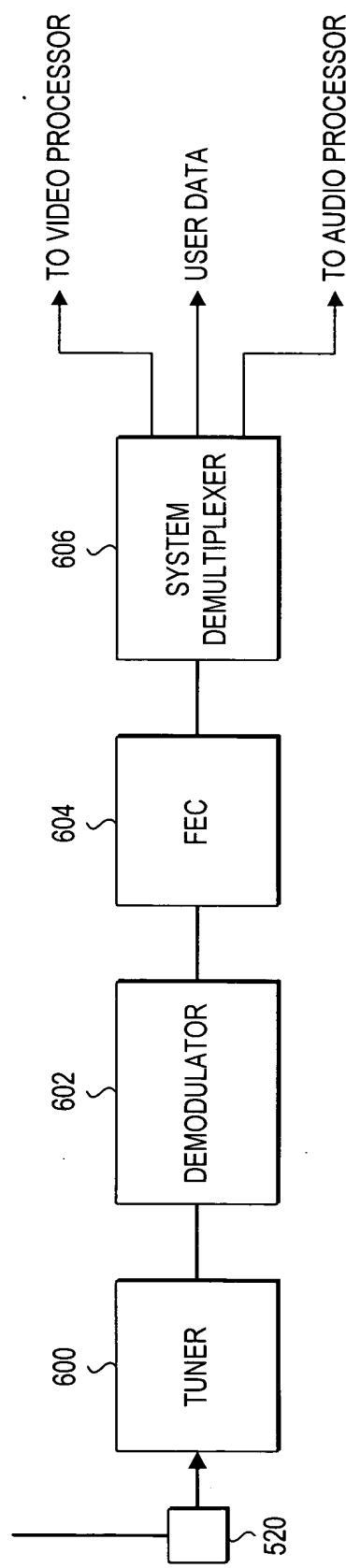


FIG. 6



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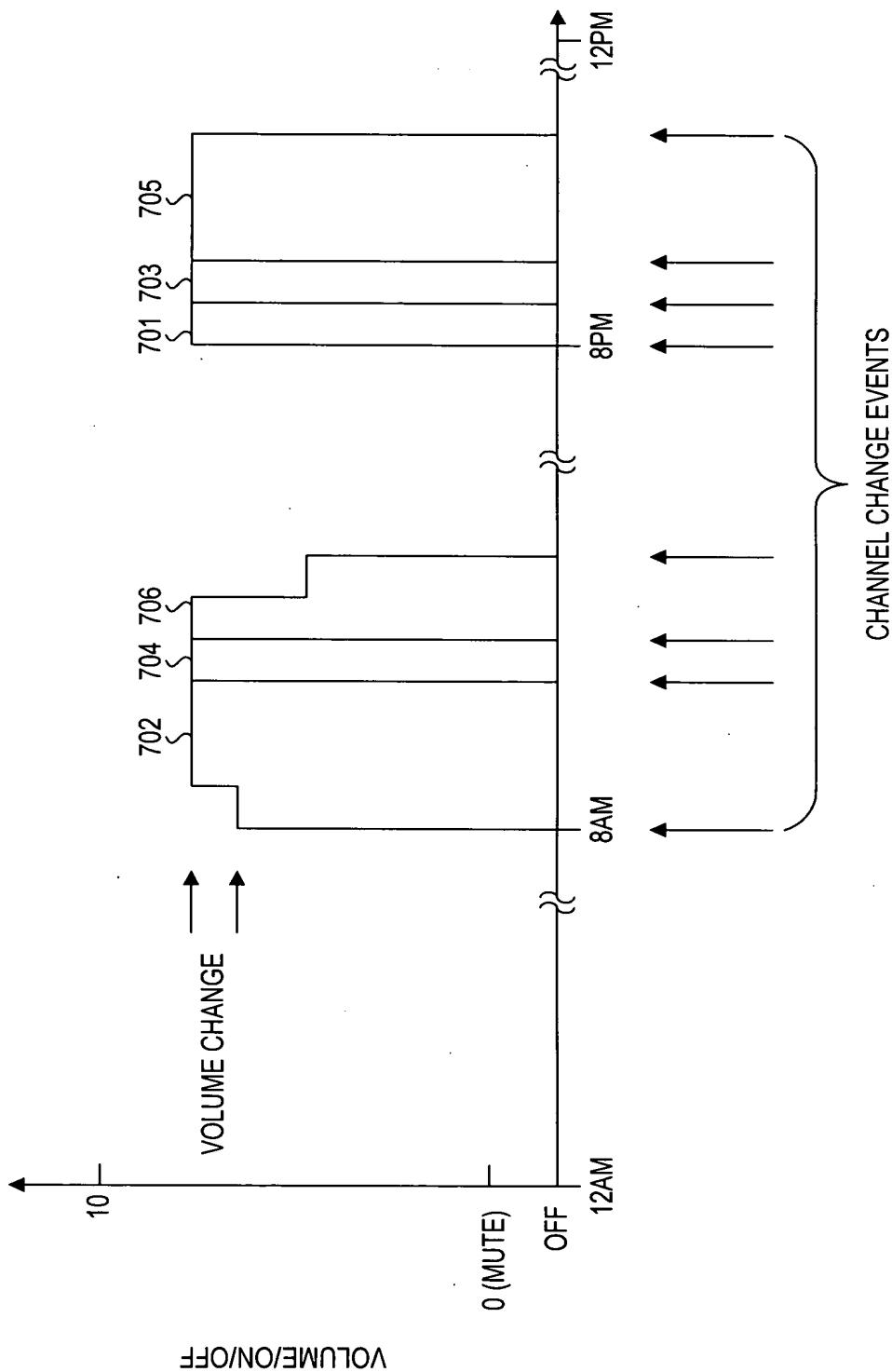


FIG. 7



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802	804	803	801
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV" "GOOD MORNING AMERICA" "GOOD MORNING AMERICA"	5/10
08:01:45AM	13		5/10
08:03:25AM	13		6/10
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10

FIG. 8



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TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 9



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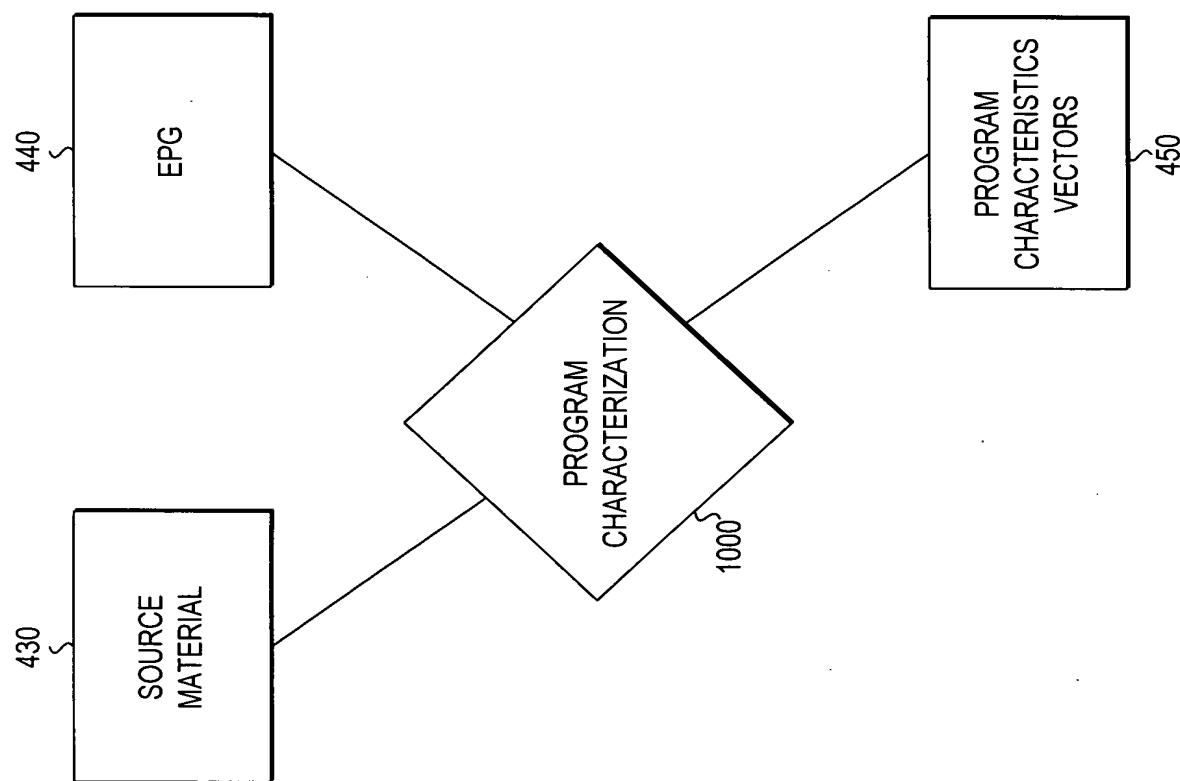


FIG. 10A

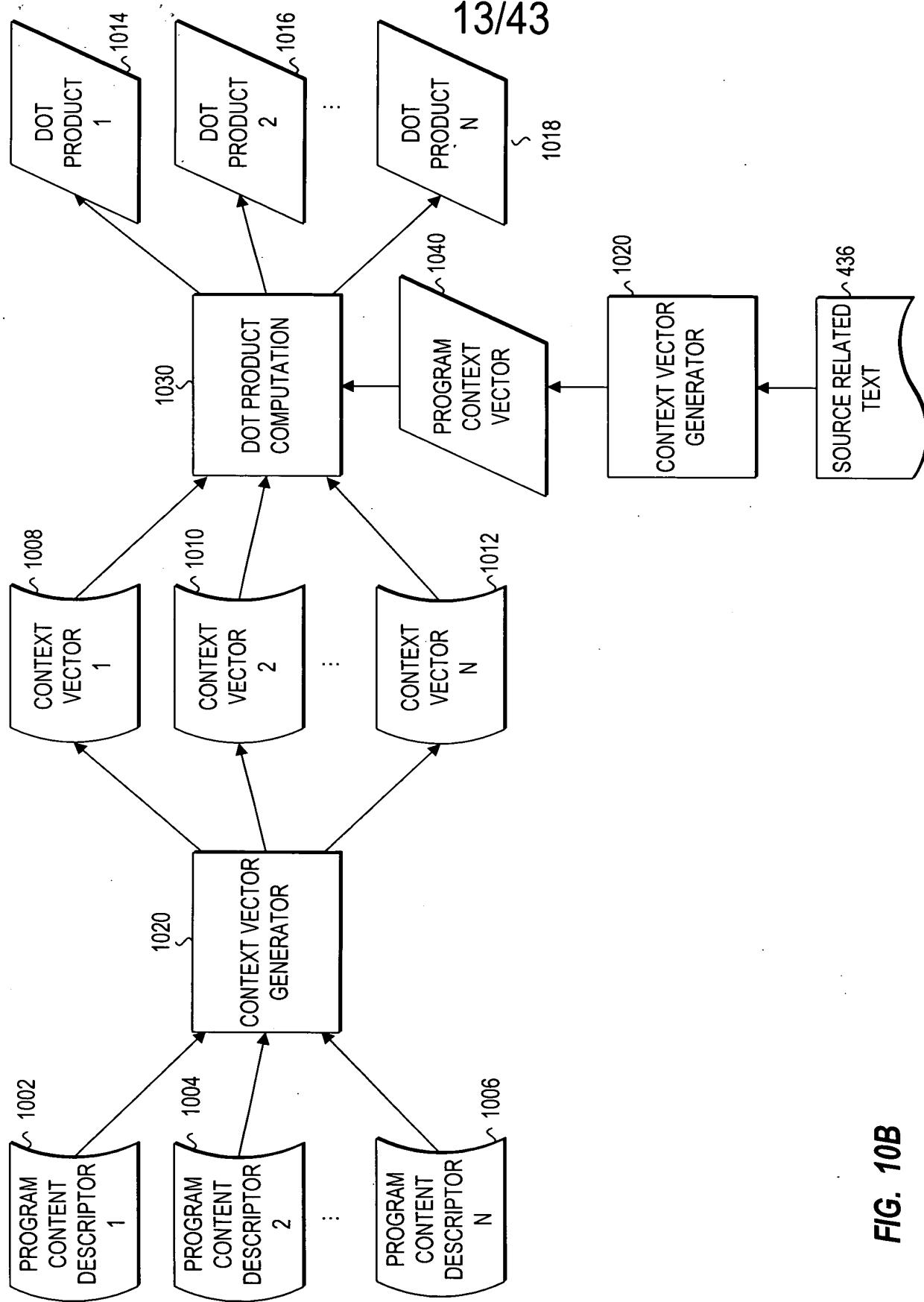


FIG. 10B



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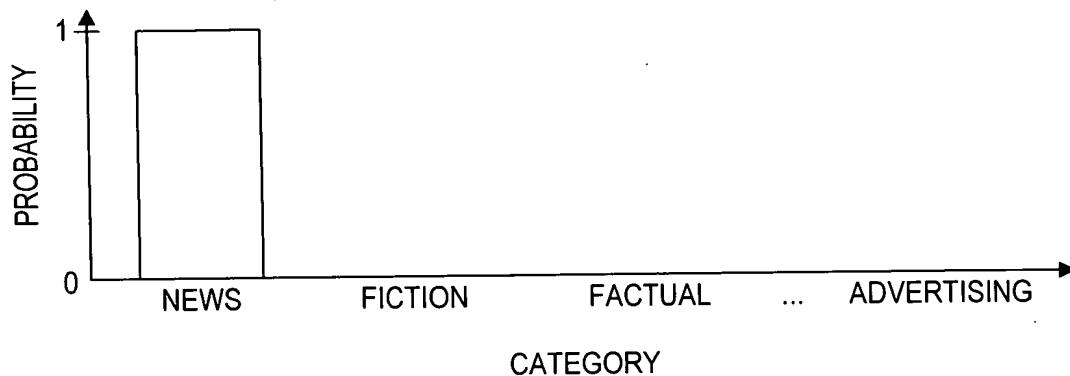


FIG. 11A

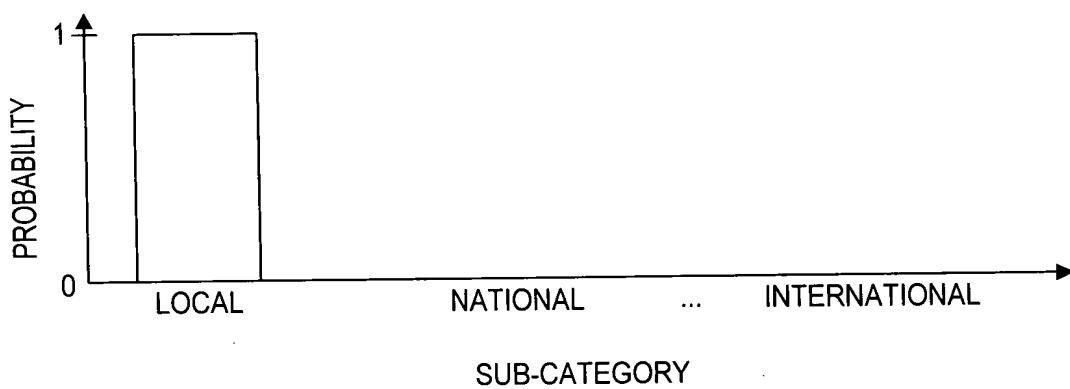


FIG. 11B

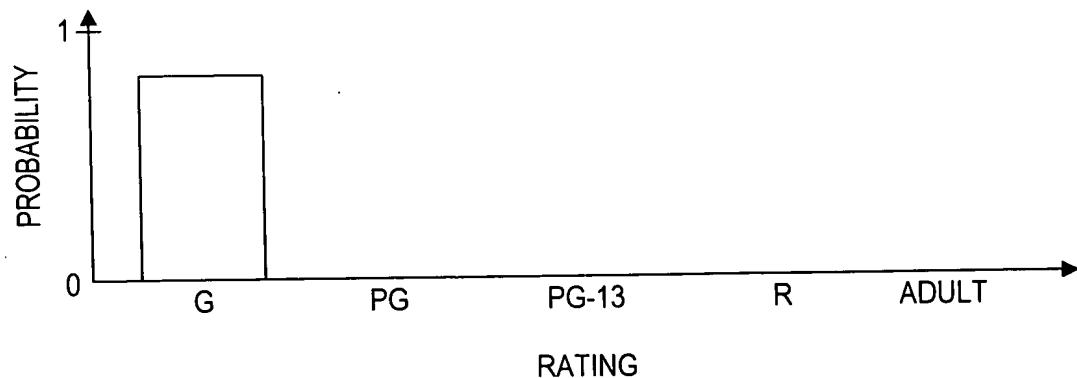


FIG. 11C

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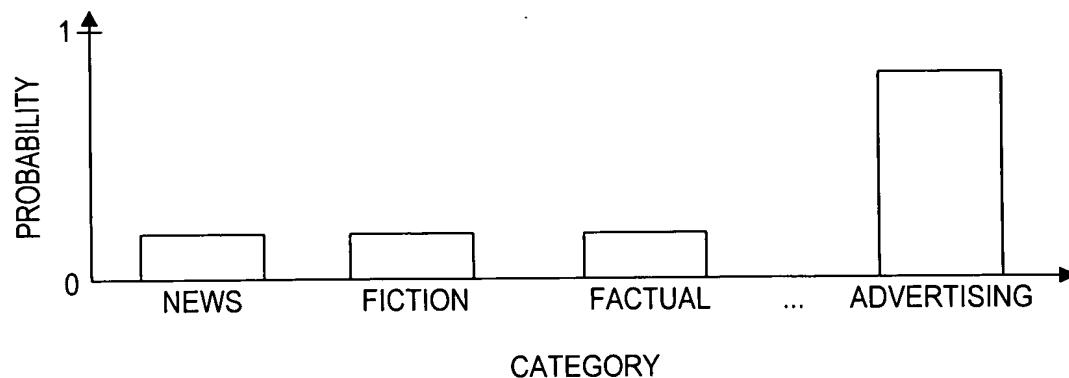


FIG. 11D

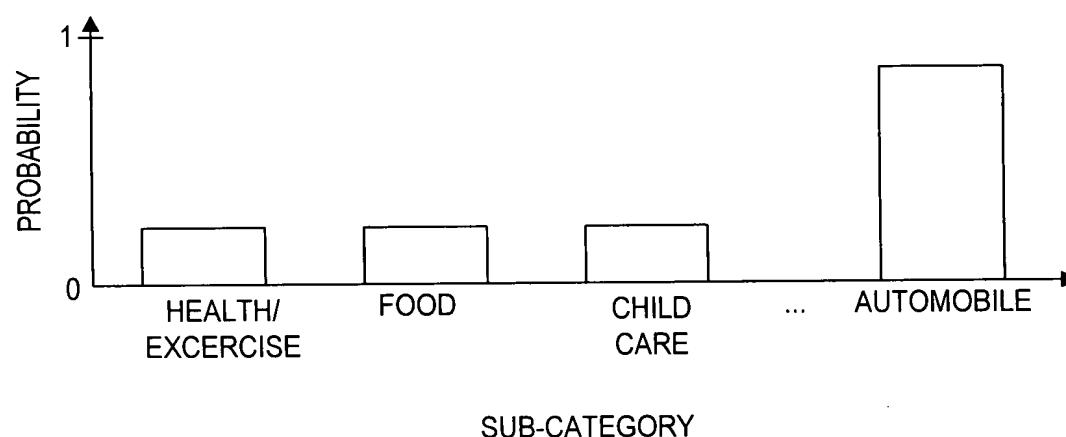


FIG. 11E

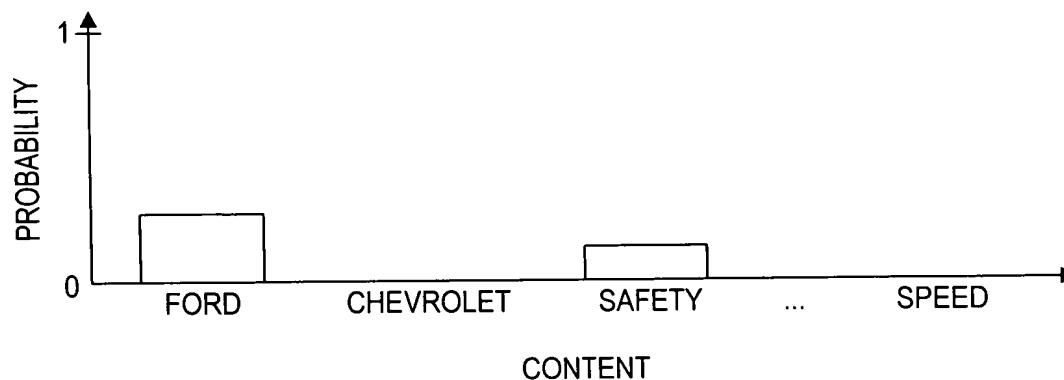
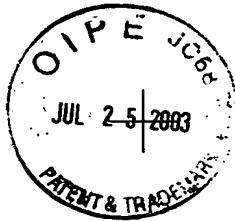


FIG. 11F



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1230

YOUNG MEN CHANGE CHANNELS
MORE OFTEN THAN YOUNG
WOMEN.

1250

SOAP OPERA "DAYS OF OUR LIVES"
WATCHED GENERALLY BY
HOUSEWIVES.

1210

ANNUAL HOUSEHOLD INCOME	ZAPS ONCE EVERY
<\$15,000	6 MINUTES, 15 SECONDS
\$15-\$24,999	4 MINUTES, 10 SECONDS
\$25-\$49,999	3 MINUTES, 27 SECONDS
\$50-\$74,999	3 MINUTES, 7 SECONDS
\$75,000+	2 MINUTES, 42 SECONDS

HEURISTIC RULES

FIG. 12A



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DEMOGRAPHIC GROUPS											
CATEGORIES	AGE			INCOME			SIZE			GENDER	
	0-10	10-18	... >70	0-20K	20-50K	... 50-100K	1	2	...	>5	M
NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.7
FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1	0.8	0.2
FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4	0.4	0.6
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5

FIG. 12B



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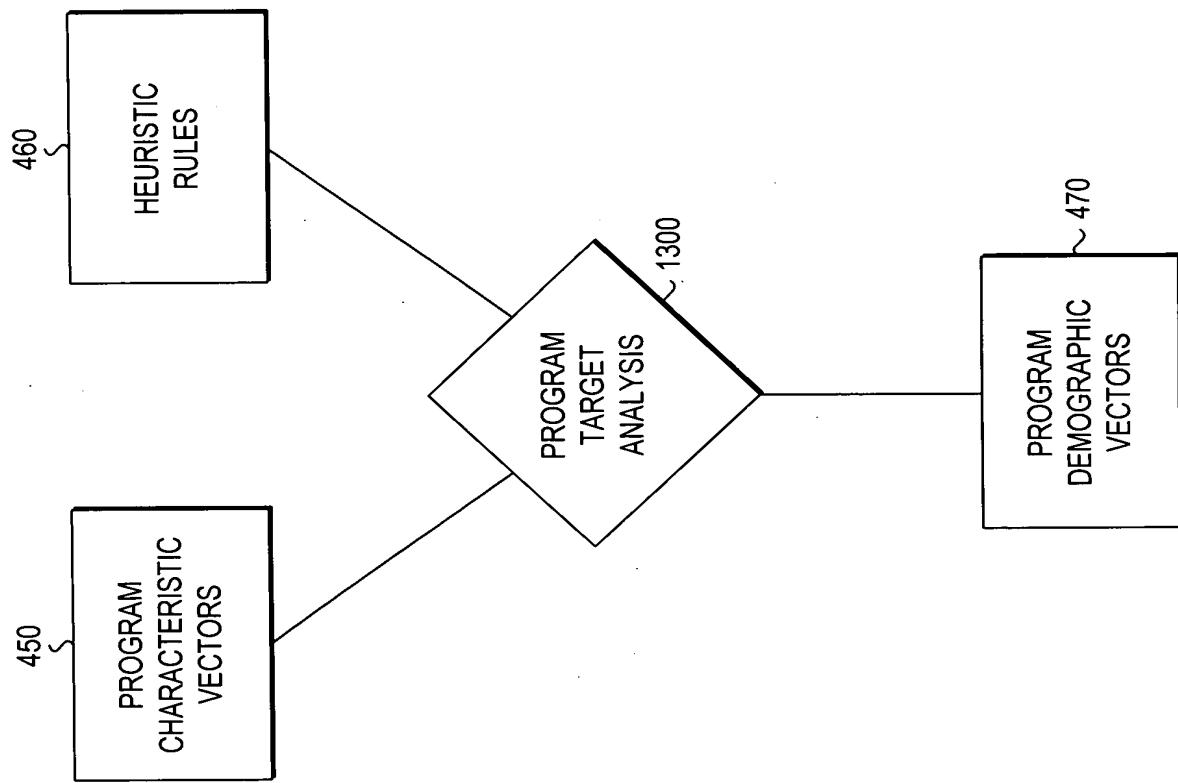


FIG. 13



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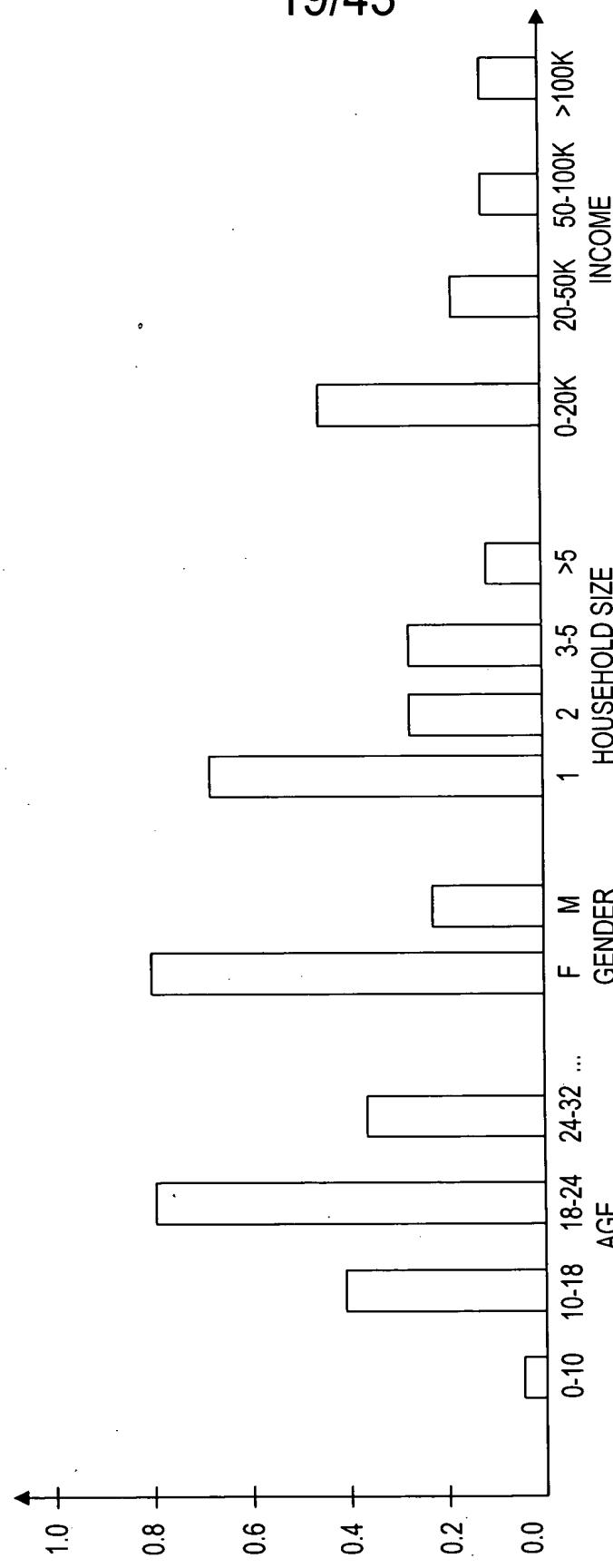


FIG. 14

+



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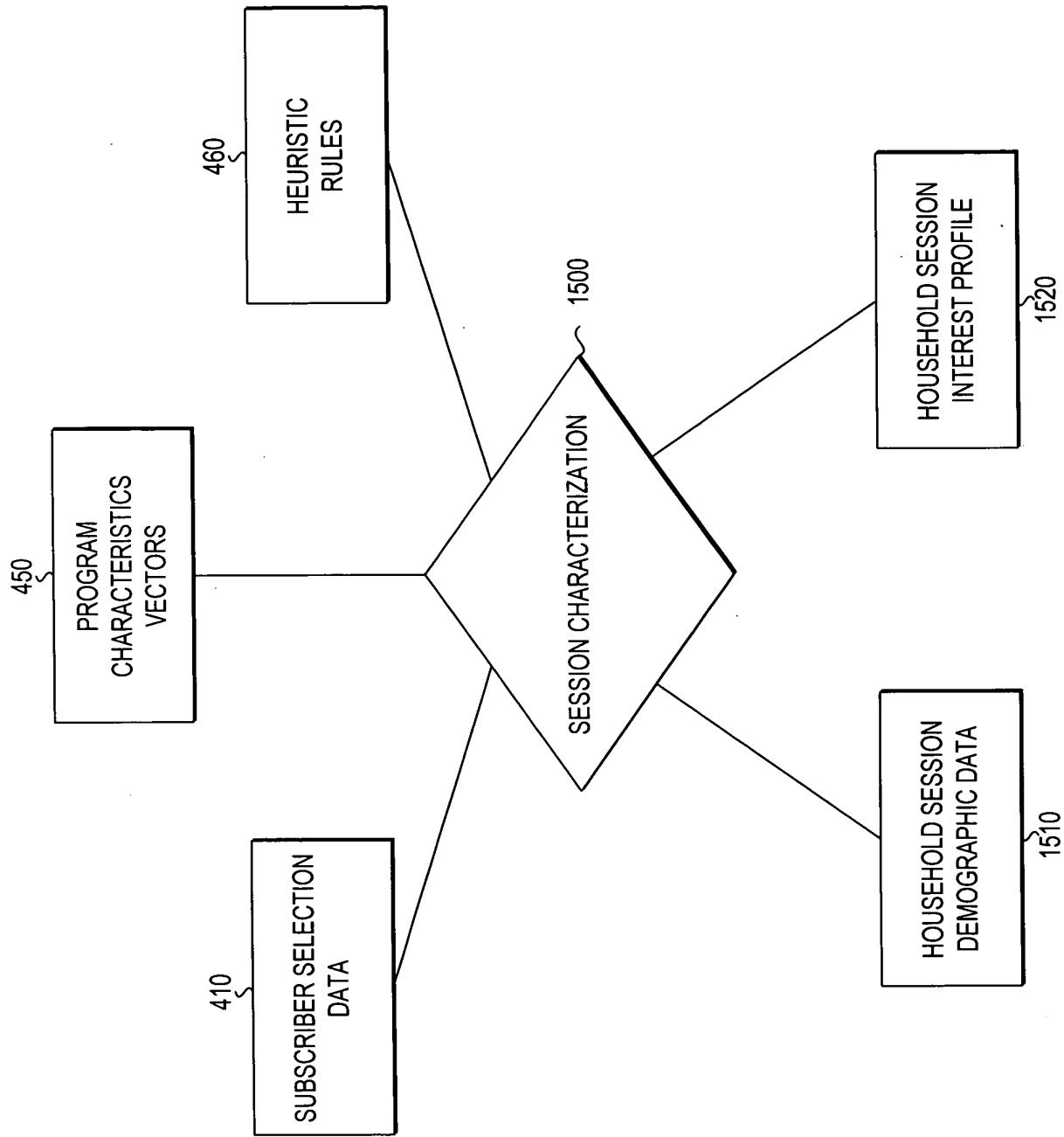


FIG. 15



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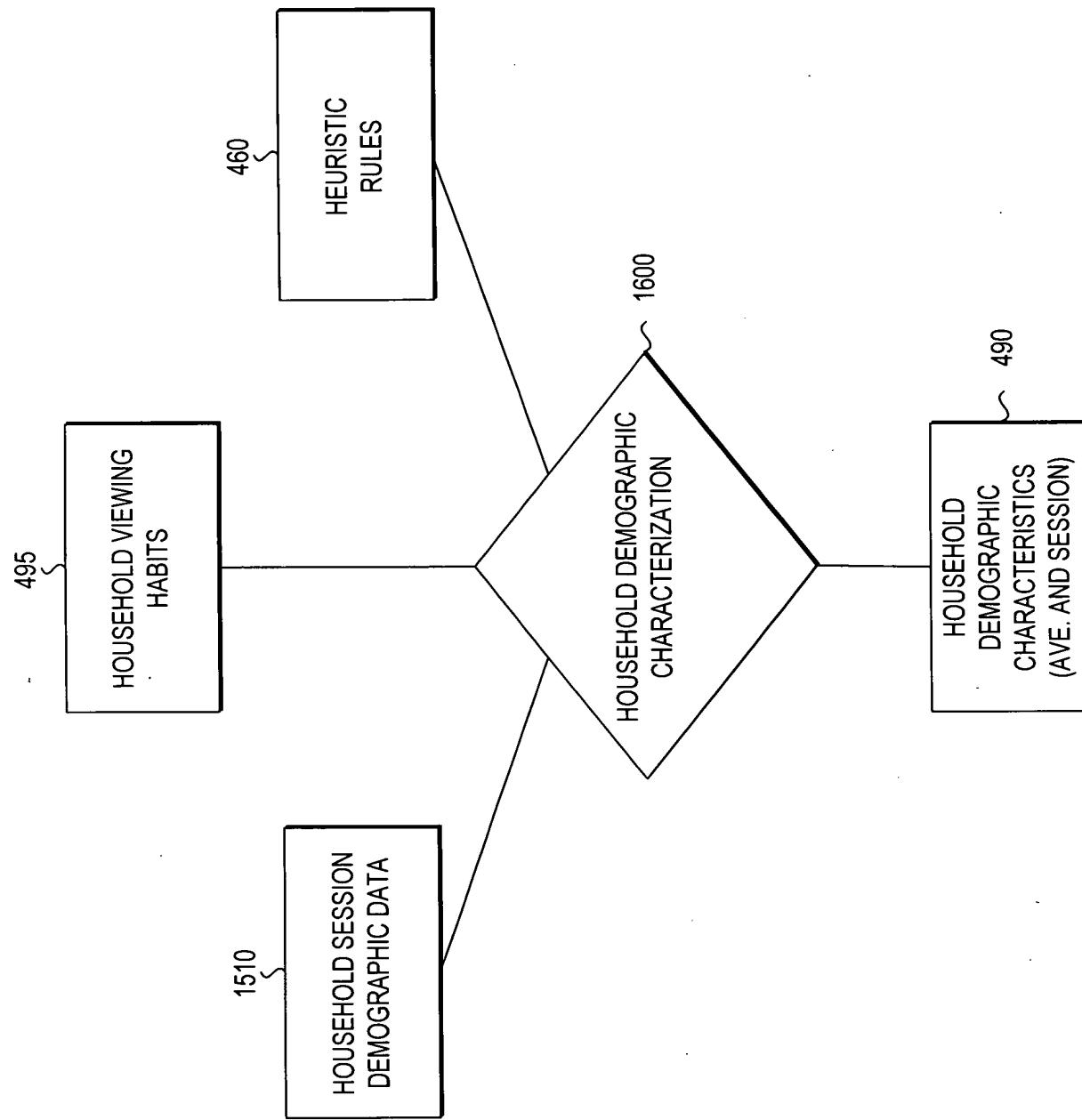


FIG. 16



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HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	NO
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 17



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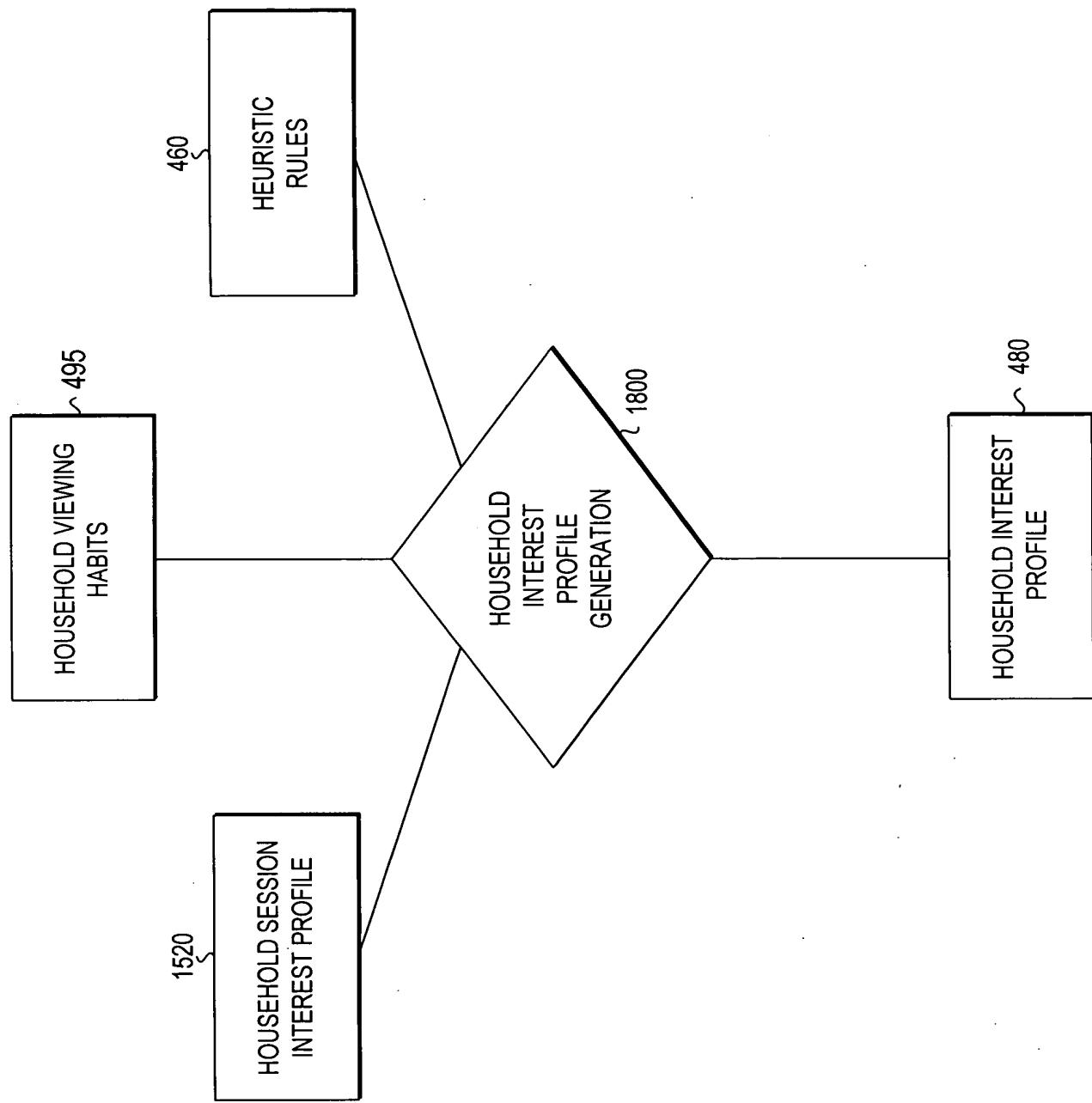


FIG. 18



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1901	HOUSEHOLD INTEREST	1903	1905	SESSION VALUE
				AVERAGE VALUE
1909~	DRAMA	0.1	0.20	
	ROMANCE	0.1	0.20	
	ACTION	0.6	0.25	
	SITCOM	0.2	0.30	
	SPORTS	0	0.05	
1907~	HEALTH/EXCERCISE	0.6	0.2	
	FOOD	0.3	0.4	
	CHILD RELATED	0.0	0.1	
	TOYS	0.0	0.1	
	AUTOMOBILE	0.1	0.2	
PRODUCTS				

FIG. 19

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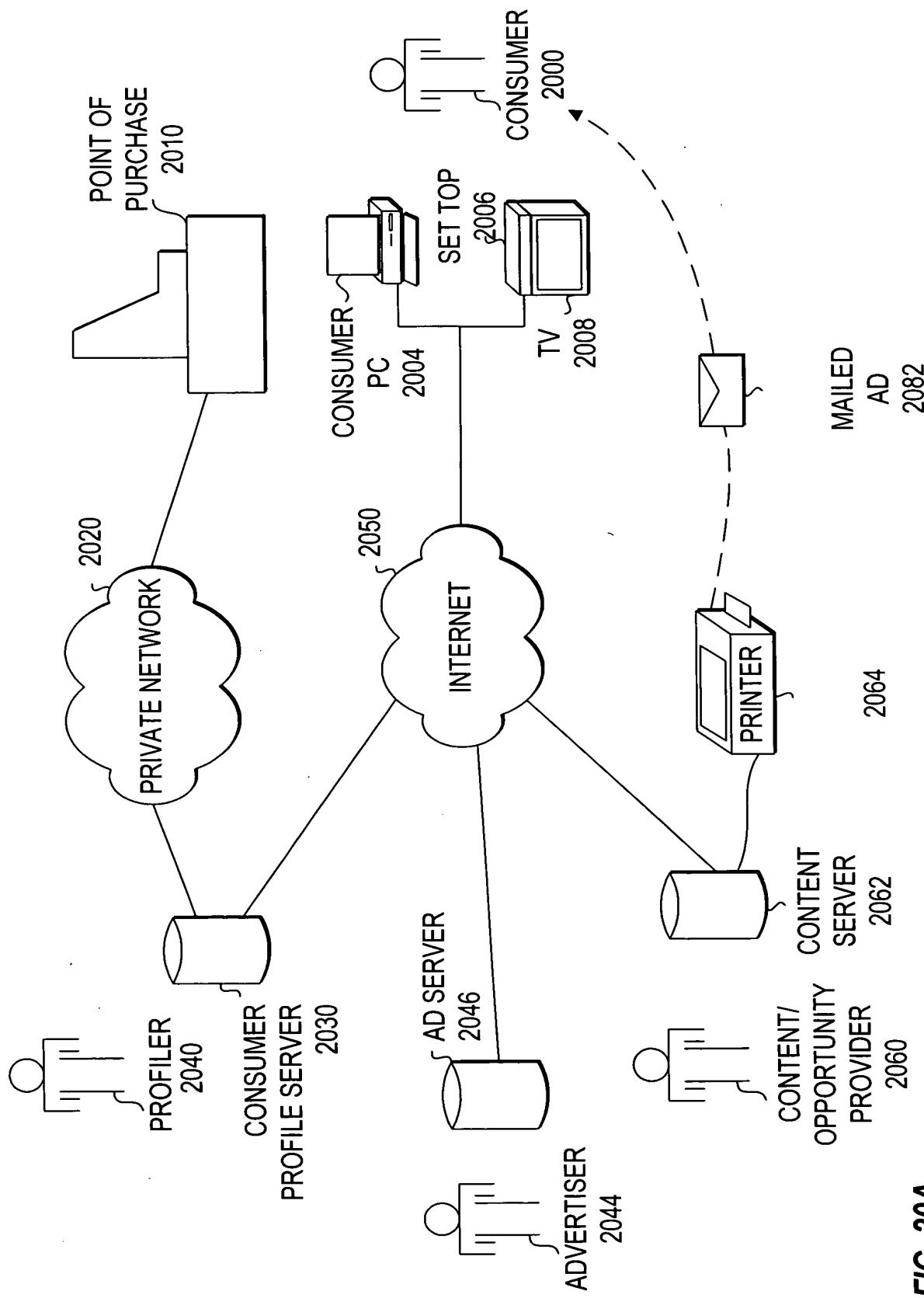


FIG. 20A

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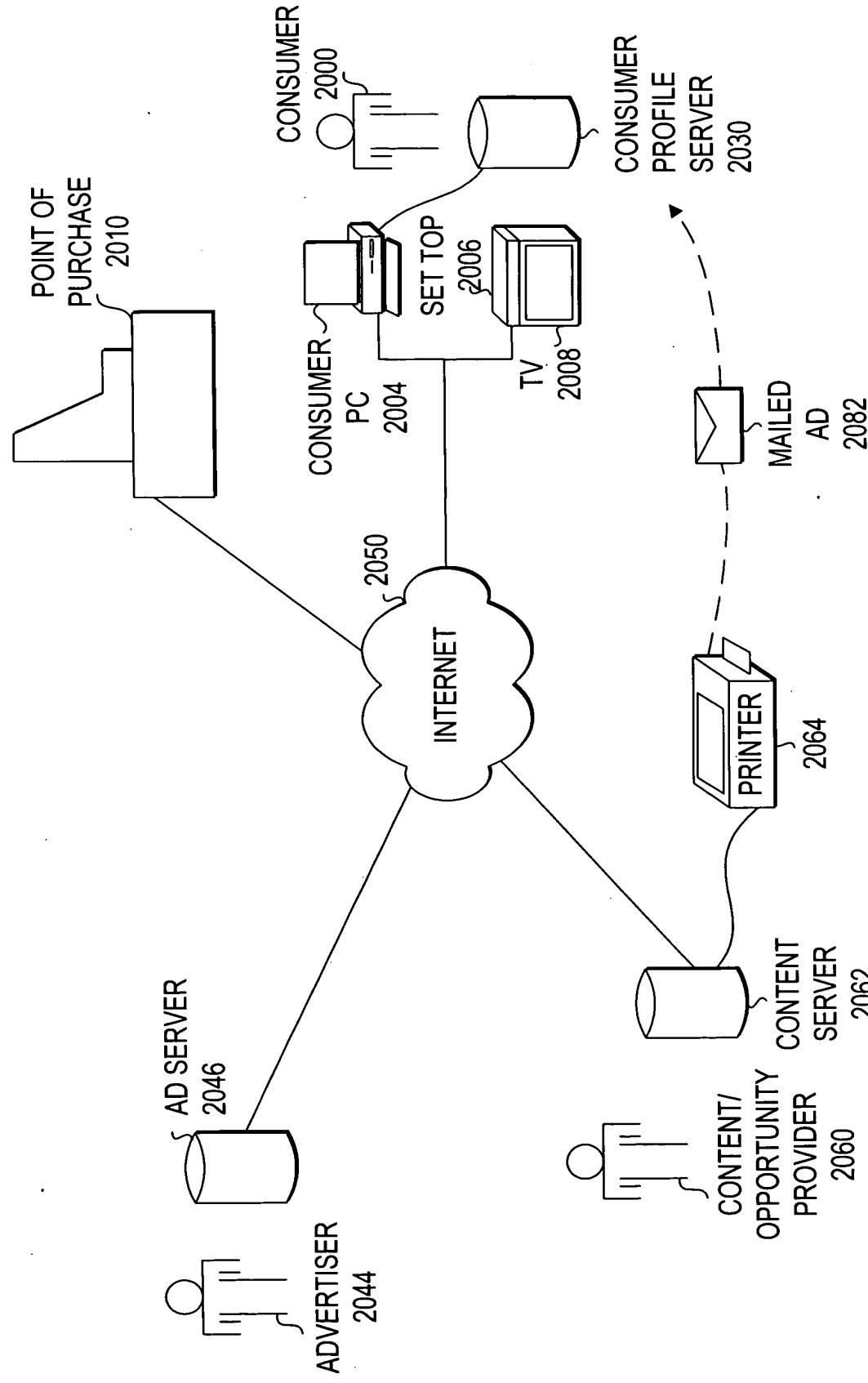


FIG. 20B



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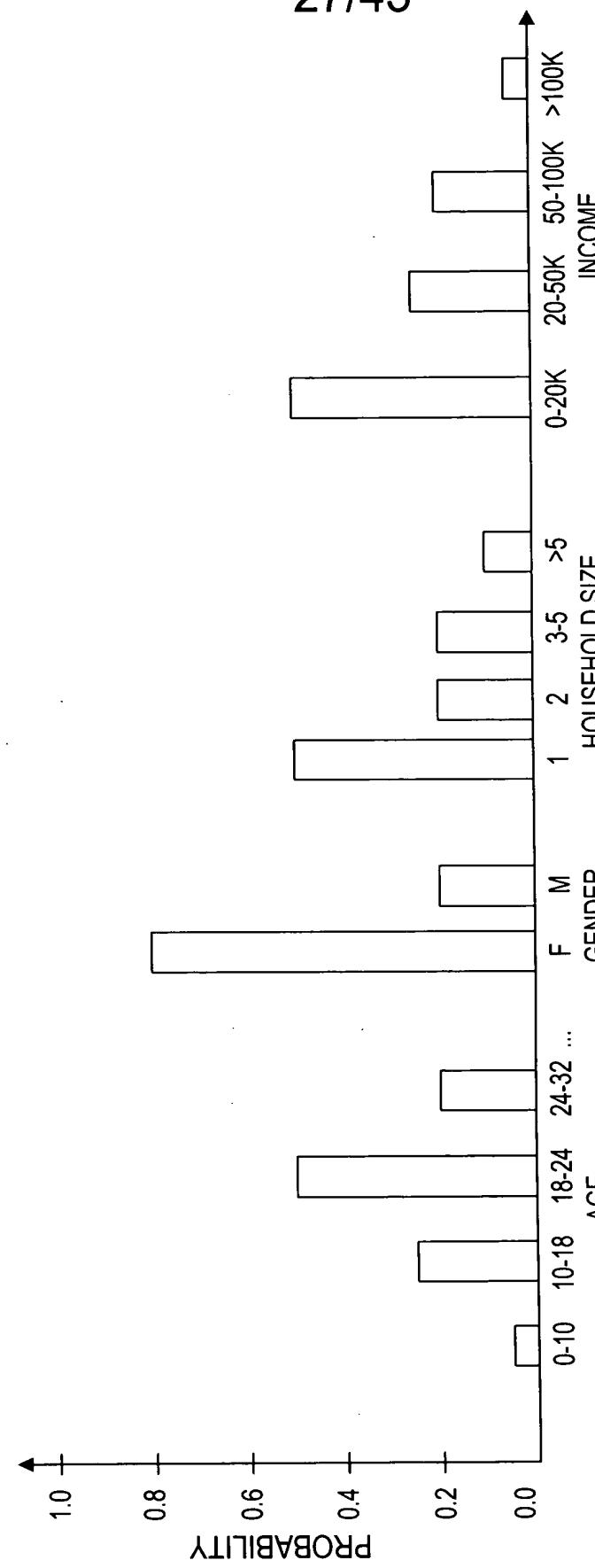


FIG. 21A



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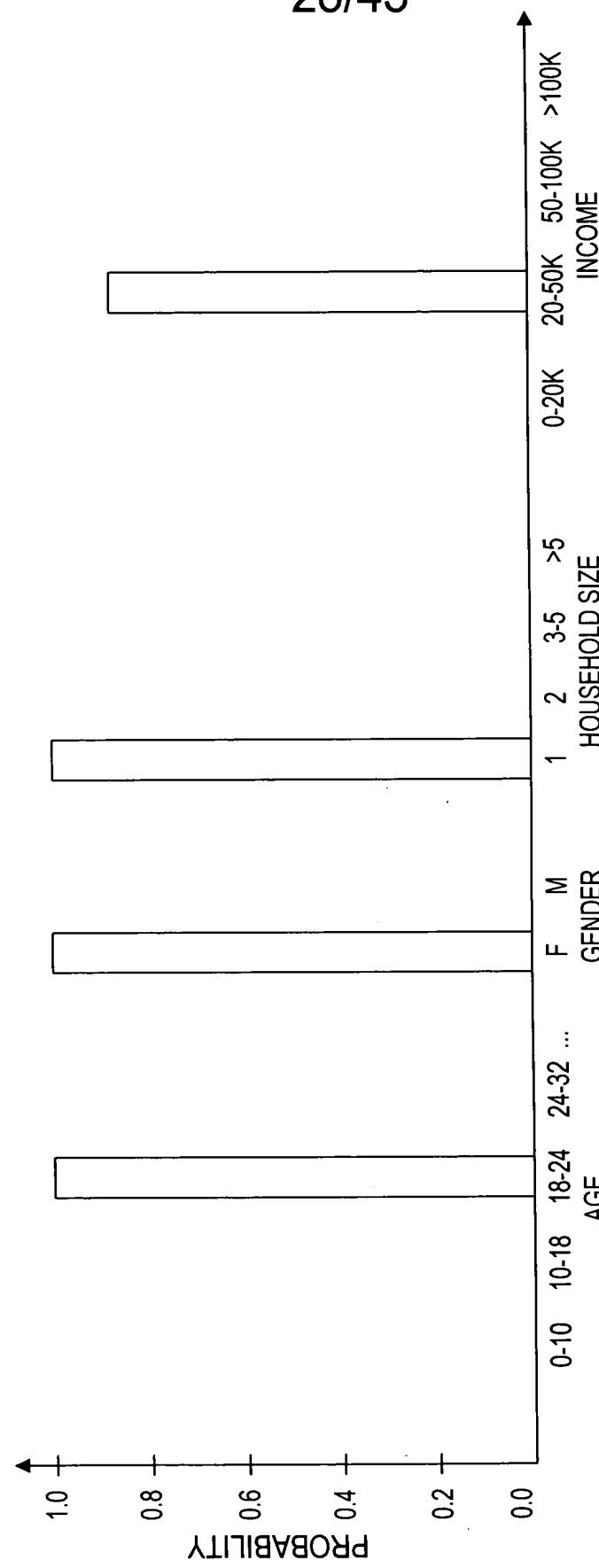


FIG. 21B



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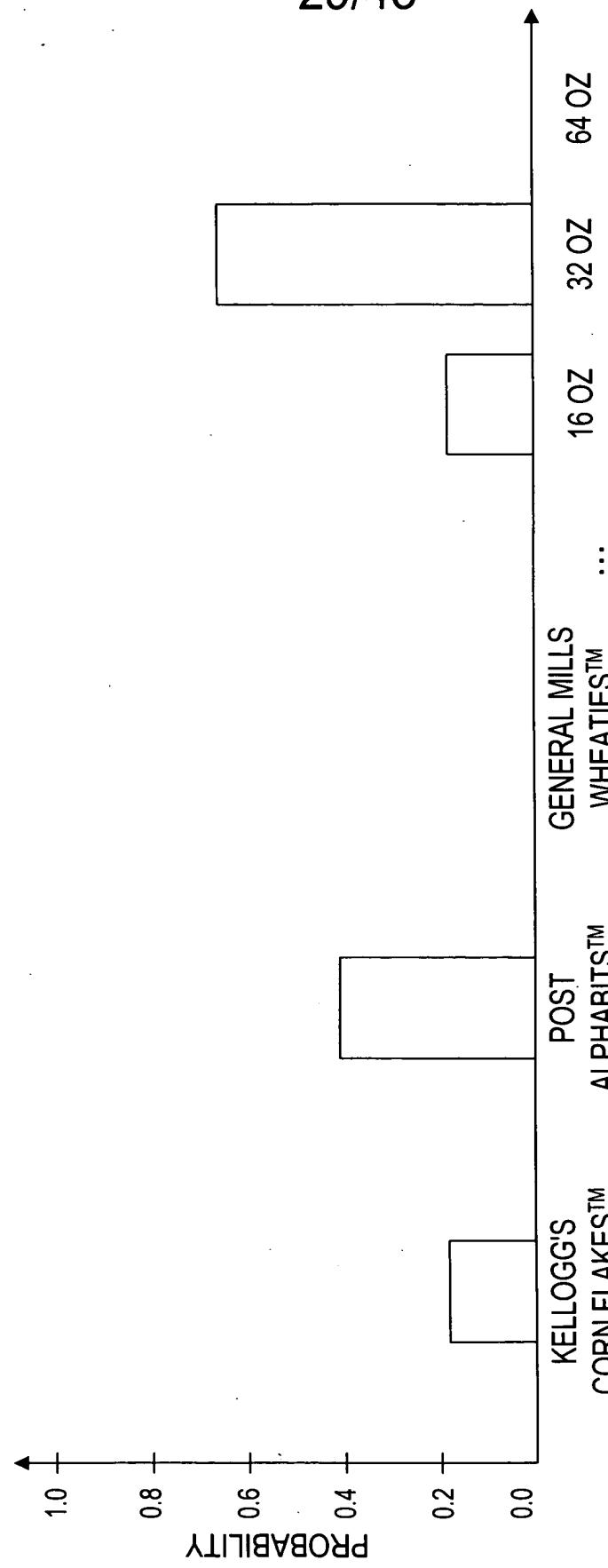


FIG. 21C



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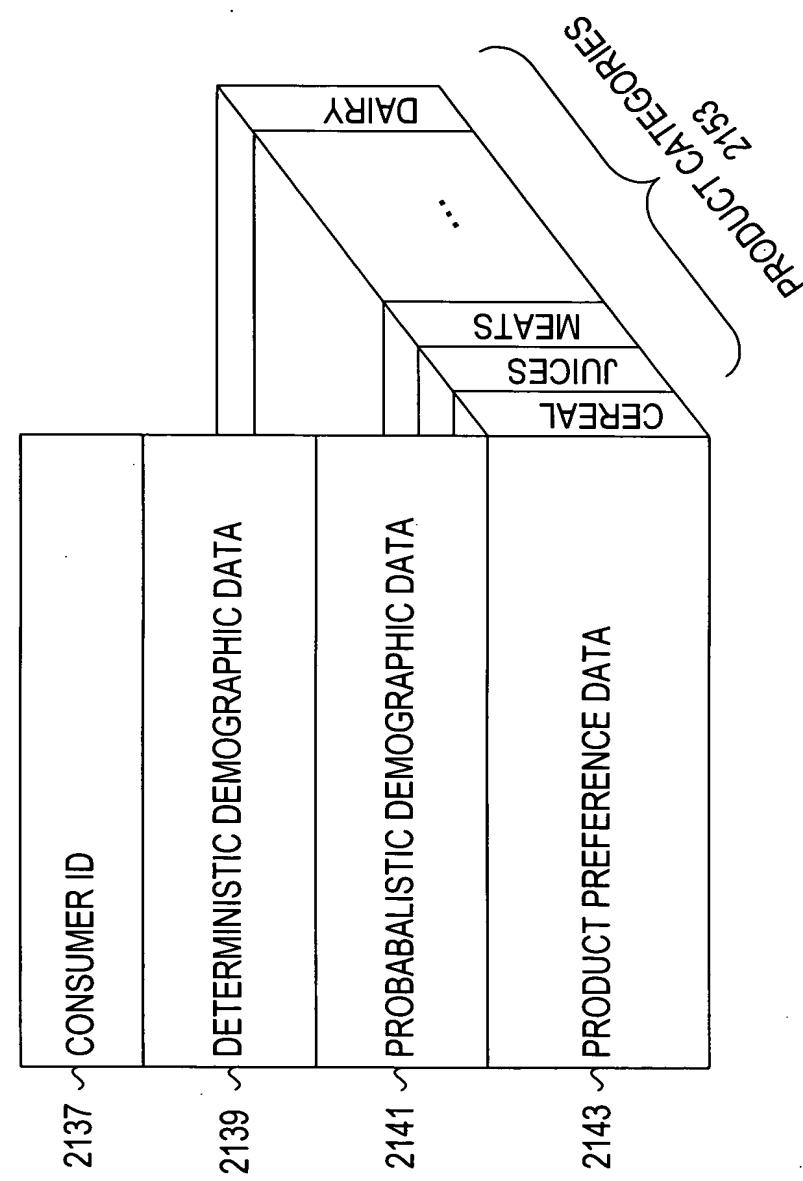


FIG. 21D



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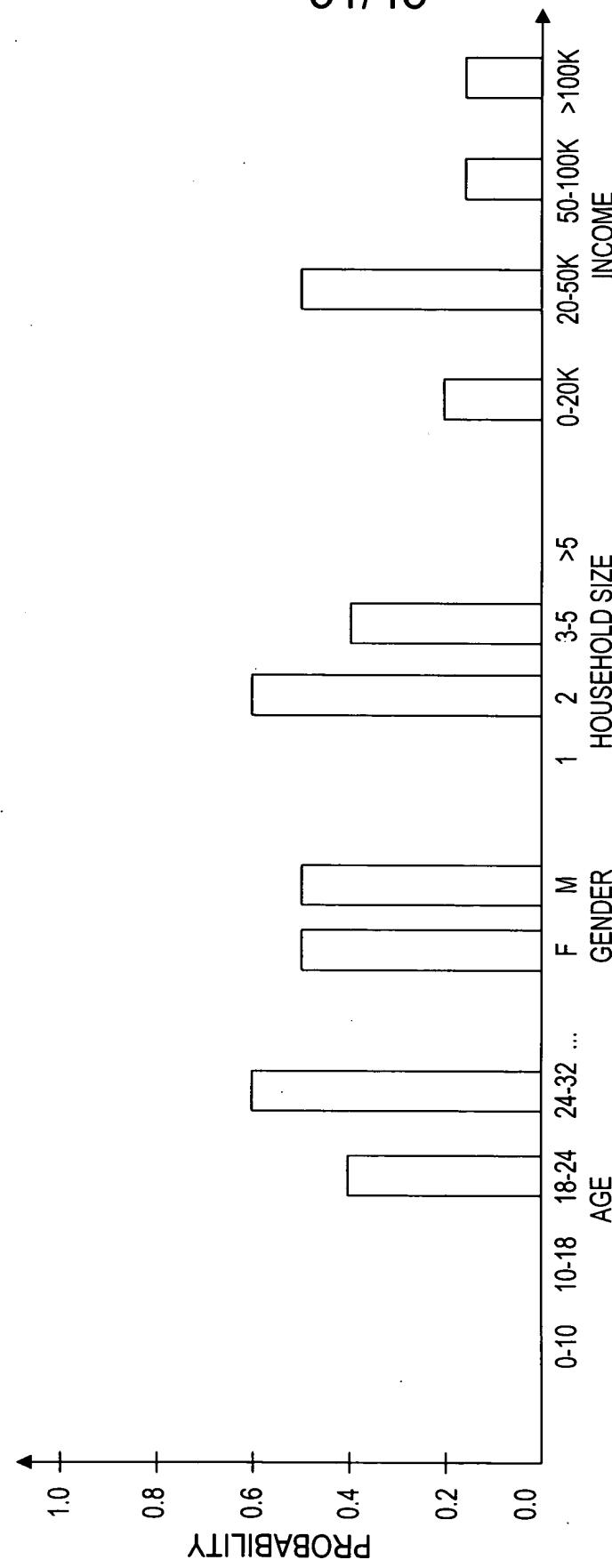


FIG. 22A



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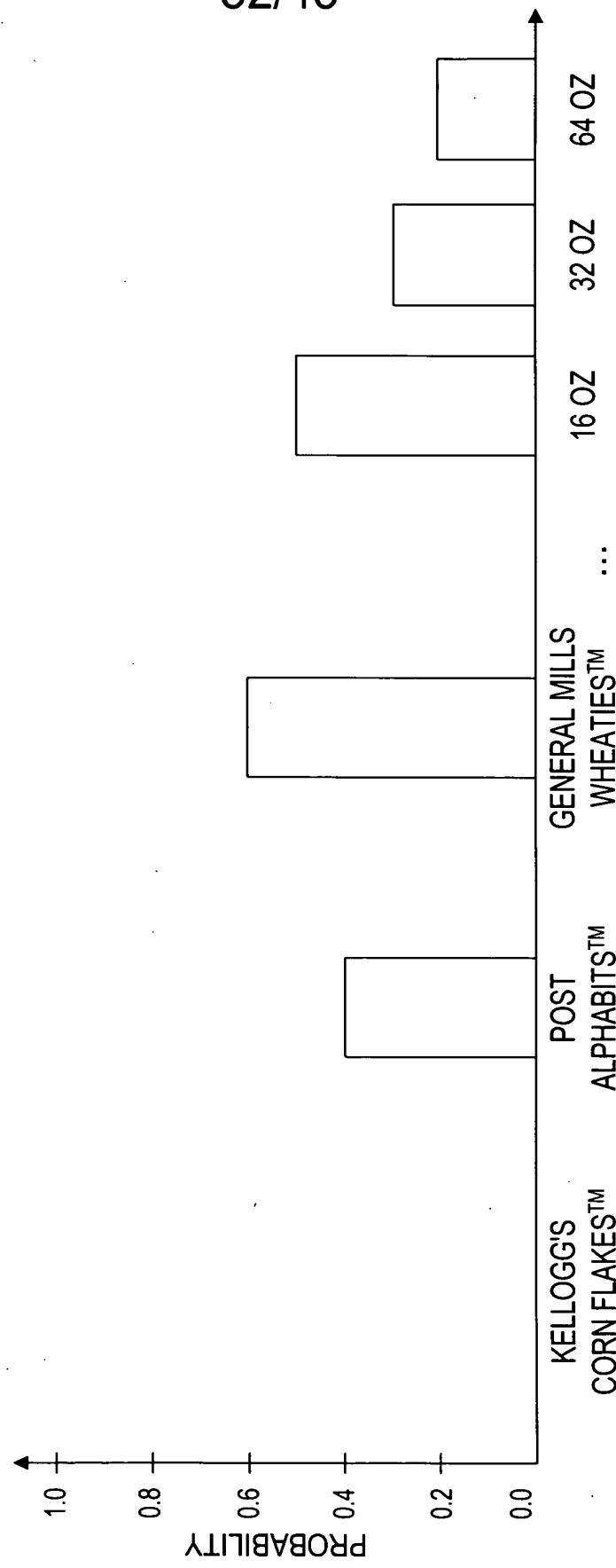


FIG. 22B



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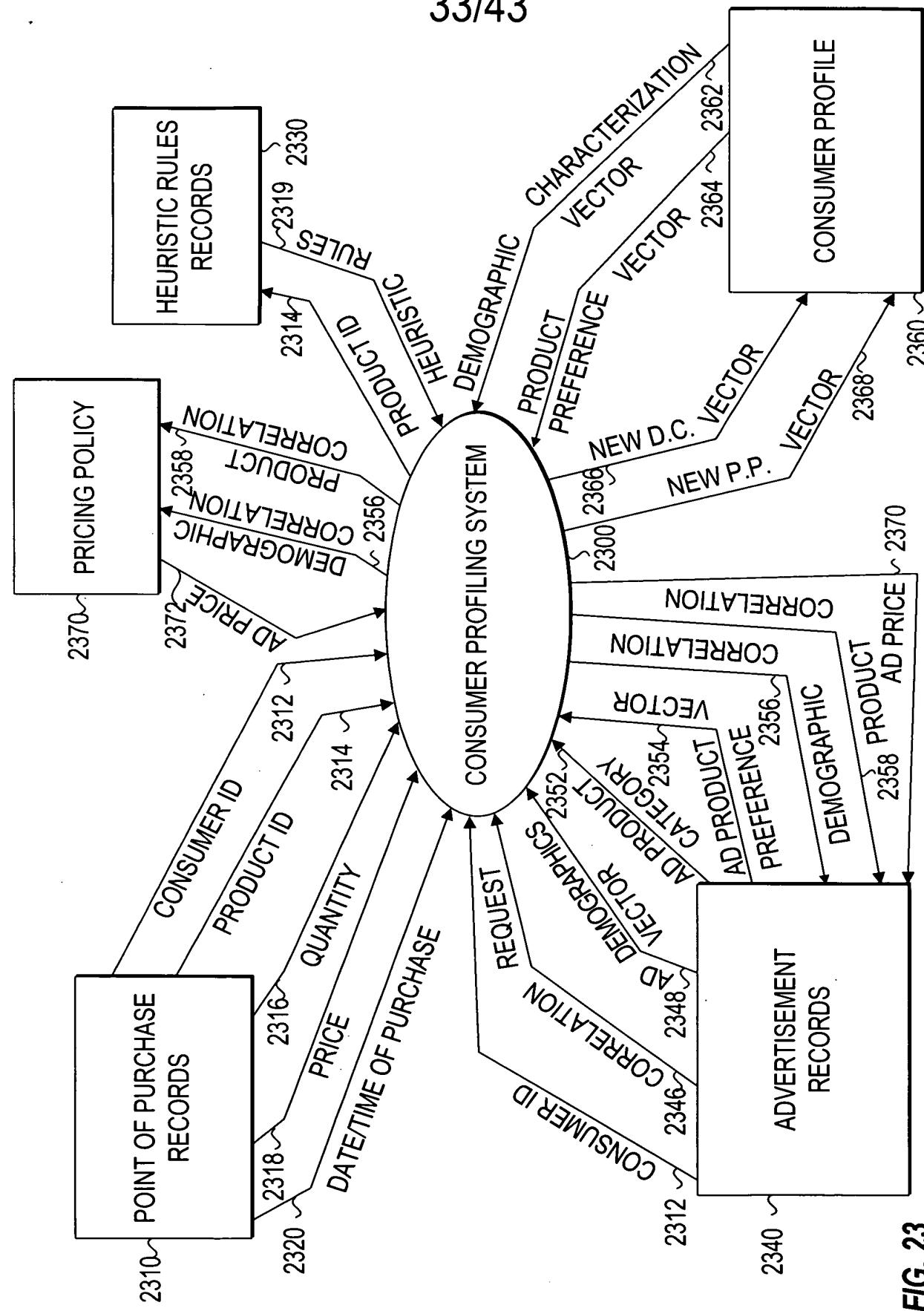


FIG. 23



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```
READ POP DATA
FOR N=1 TO M
  READ PRODUCT ID
  RETRIEVE [PRODUCT DEMOGRAPHICS VECTOR]
  RETRIEVE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
  RETRIEVE [PRODUCT PREFERENCE VECTOR]
  WEIGHT = PRODUCT TOTAL PURCHASE / PRODUCT CATEGORY
  TOTAL PURCHASE
  HOUSEHOLD DEMOGRAPHICS VECTOR =
    (WEIGHT) * (PRODUCT DEMOGRAPHICS VECTOR) +
    (DEMOGRAPHIC CHARACTERIZATION VECTOR)
  NORMALIZE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
  STORE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
  PRODUCT PREFERENCE VECTOR =
    (WEIGHT * PRODUCT PURCHASE VECTOR) + (PRODUCT
    PREFERENCE VECTOR)
  NORMALIZE [PRODUCT PREFERENCE VECTOR]
  STORE [PRODUCT PREFERENCE VECTOR]
NEXT M
```



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```
READ [AD DEMOGRAPHIC VECTOR]
READ [AD PRODUCT CATEGORY, AD PRODUCT PREFERENCE VECTOR]
RETRIEVE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
RETRIEVE [PRODUCT PREFERENCE VECTOR (PRODUCT CATEGORY) ]
DEMOGRAPHIC CORRELATION = CORRELATE [DEMOGRAPHIC
CHARACTERIZATION VECTOR, AD DEMOGRAPHIC VECTOR]
PRODUCT PREFERENCE CORRELATION = CORRELATE [AD PRODUCT
PREFERENCE VECTOR, PRODUCT PREFERENCE VECTOR]
RETURN [DEMOGRAPHIC CORRELATION]
RETURN [PRODUCT PREFERENCE CORRELATION]
```

FIG. 24B



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PRODUCT DEMOGRAPHICS VECTOR

PRODUCT ID	HOUSEHOLD INCOME	≤20K	0.2
	HOUSEHOLD INCOME	20-40K	0.3
:			
HOUSEHOLD SIZE	0-2	0.1	
HOUSEHOLD SIZE	2-4	0.3	

PRODUCT CHARACTERISTICS

PRODUCT ID: 2597251
BRAND: KELLOGG'S CORN FLAKES
SIZE: 32 OZ
PRICE: \$2.69

PRODUCT DEMOGRAPHICS RULES

MONTHLY QUANTITY OF DIAPERS PURCHASED	ESTIMATED HOUSEHOLD SIZE	ESTIMATED # OF CHILDREN <5
>300	>5	≥3
150-300	3-5	2-3
50-150	3-4	1-2
1-50	3-4	1

HEURISTIC RULES

FIG. 25



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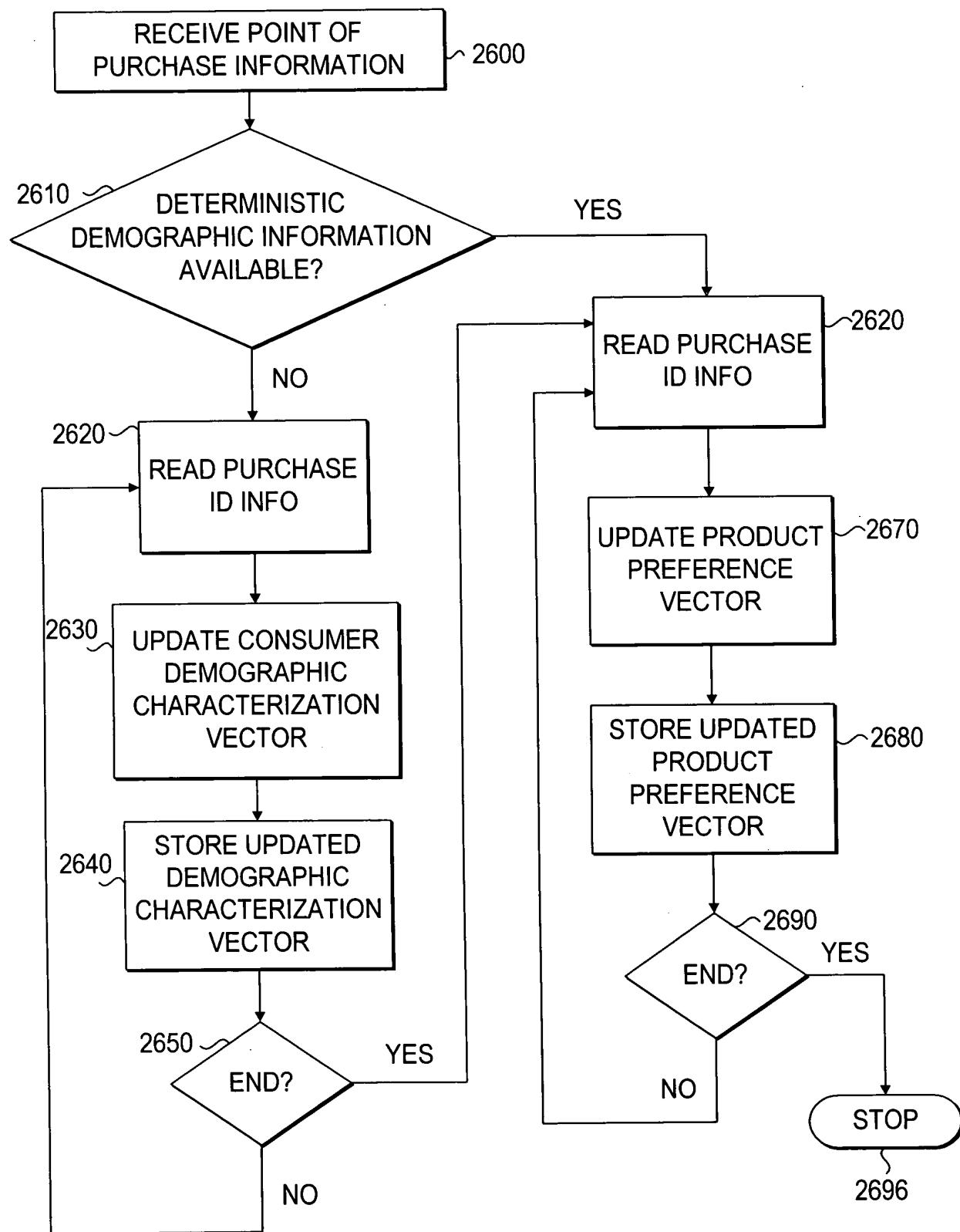


FIG. 26A



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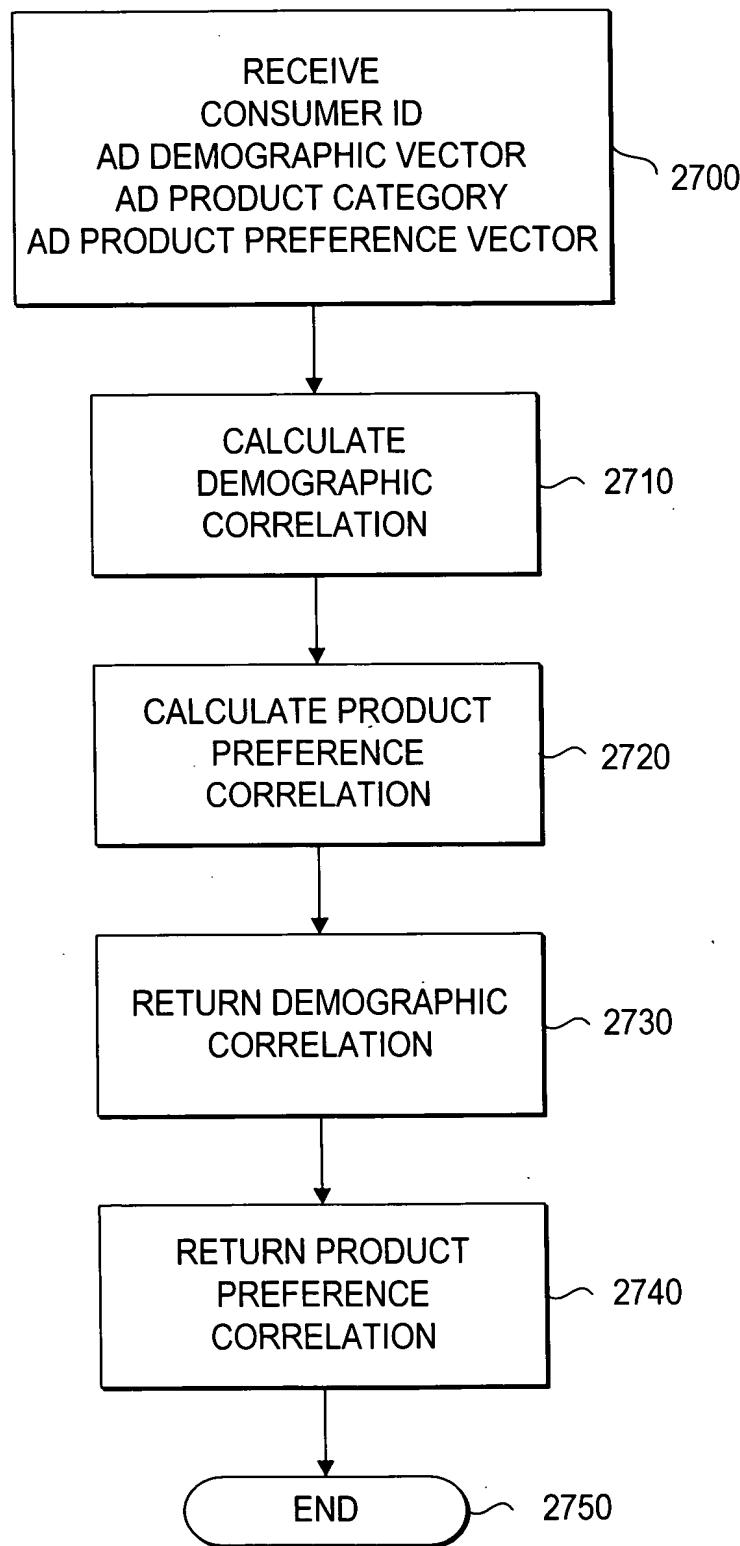
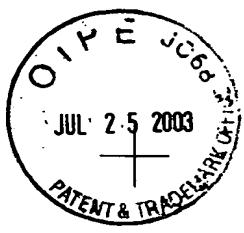


FIG. 26B



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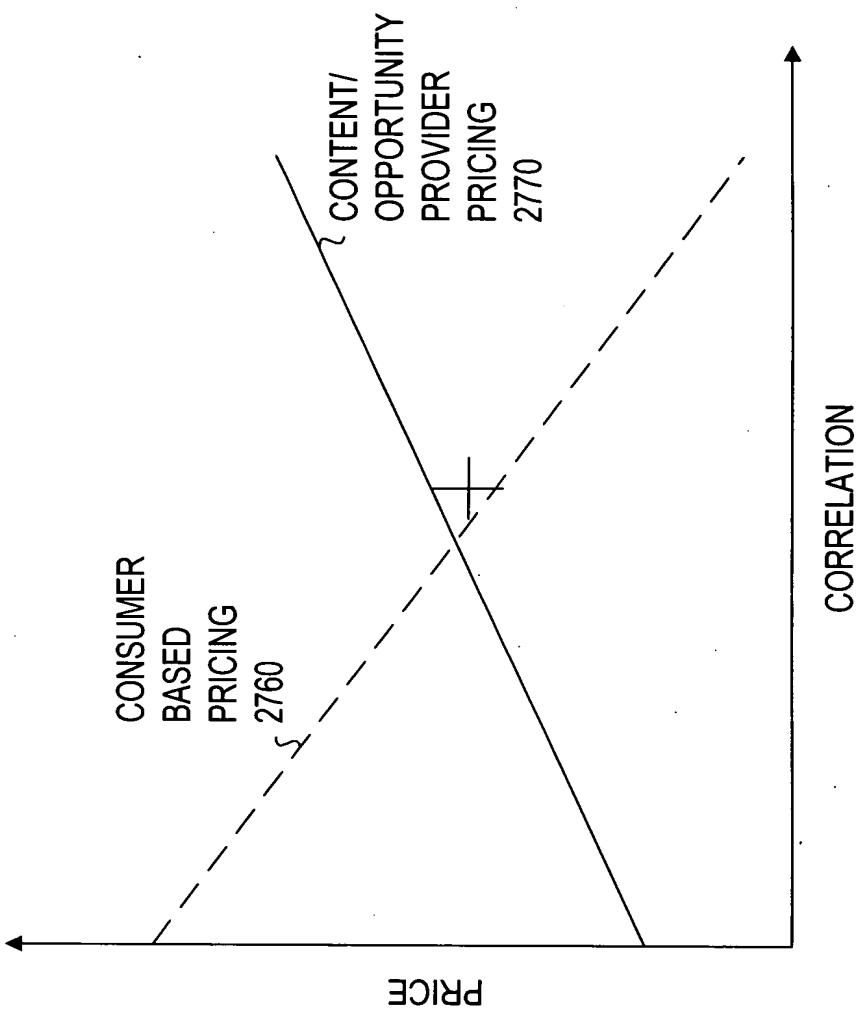
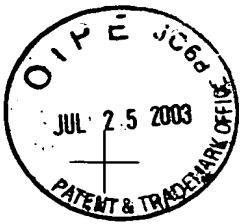


FIG. 27



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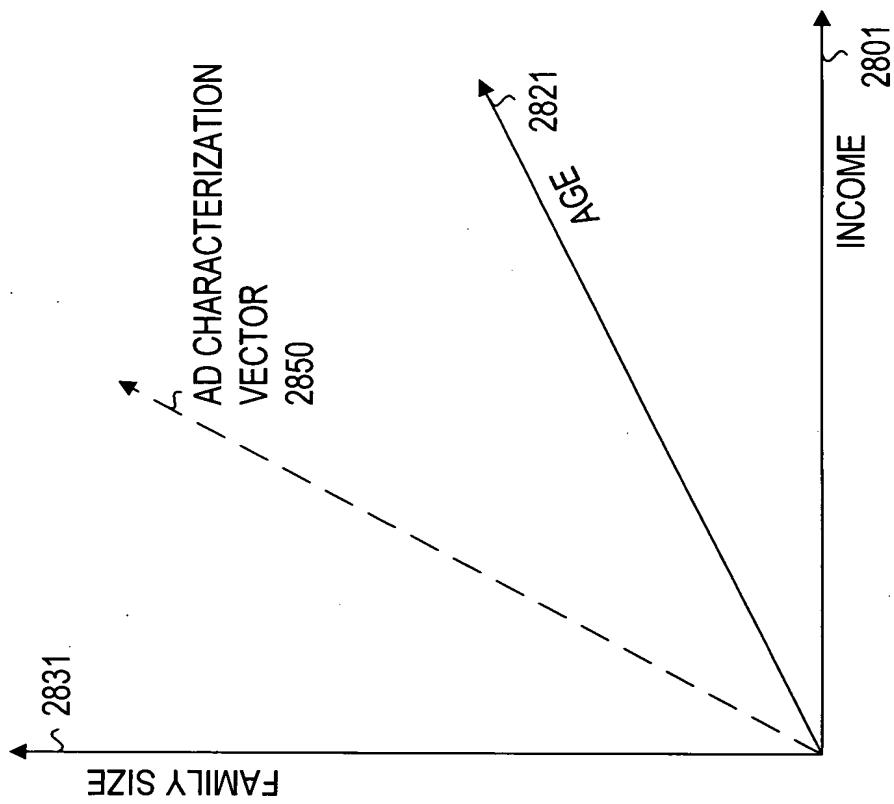


FIG. 28



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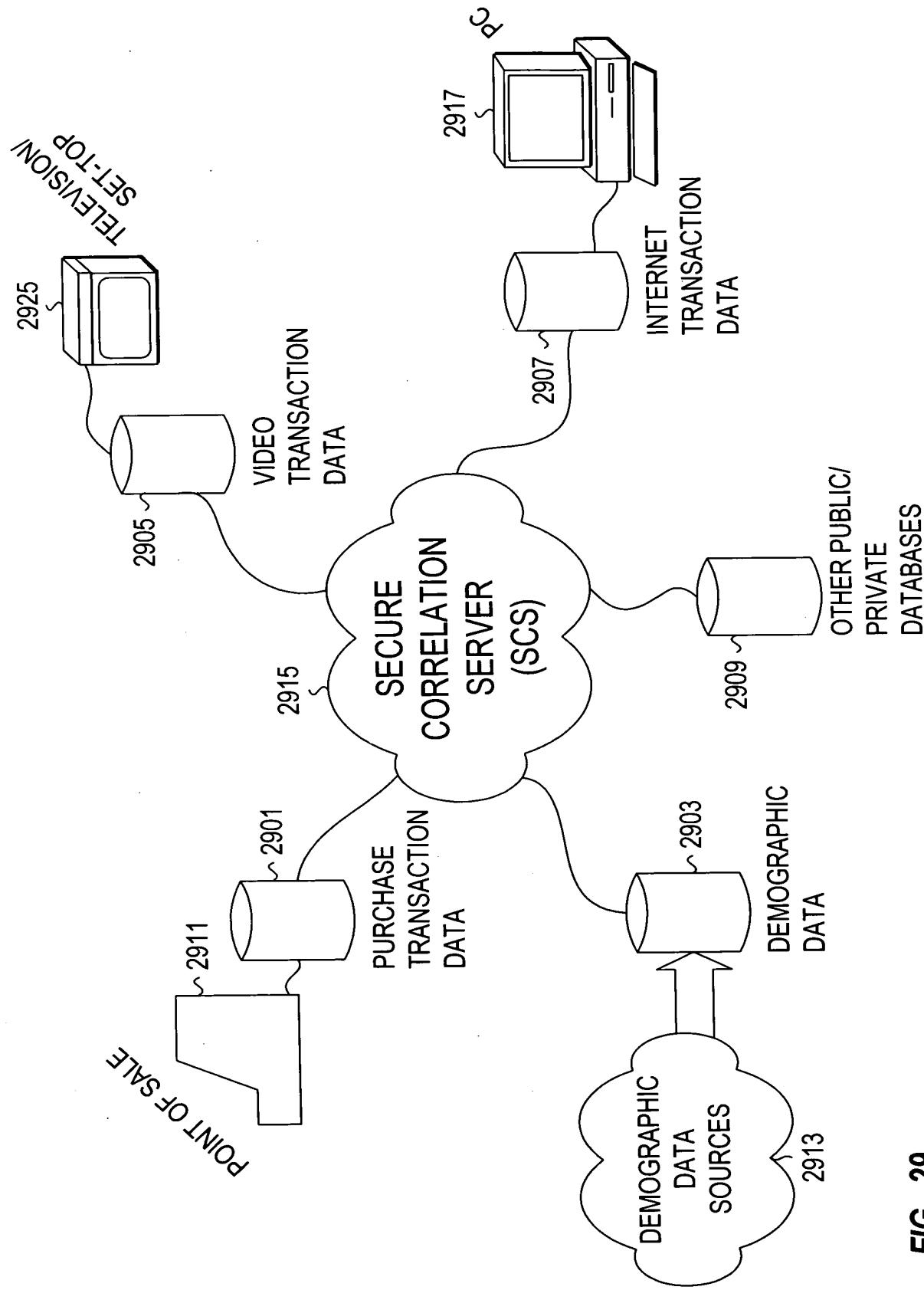


FIG. 29



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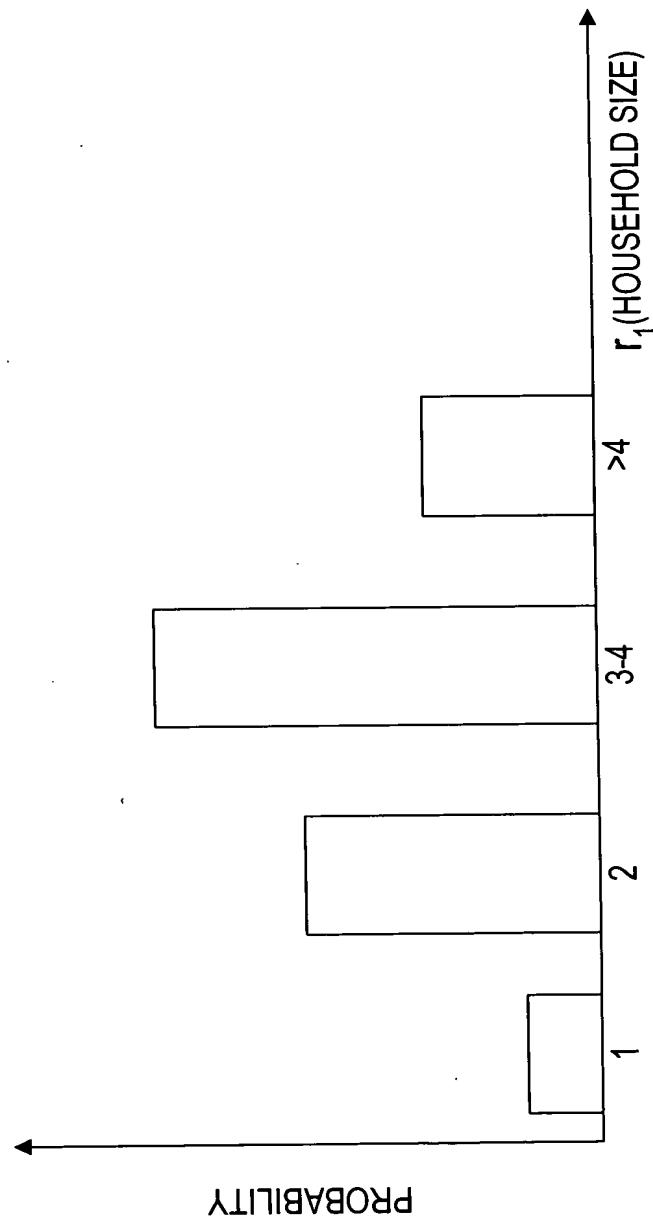


FIG. 30A



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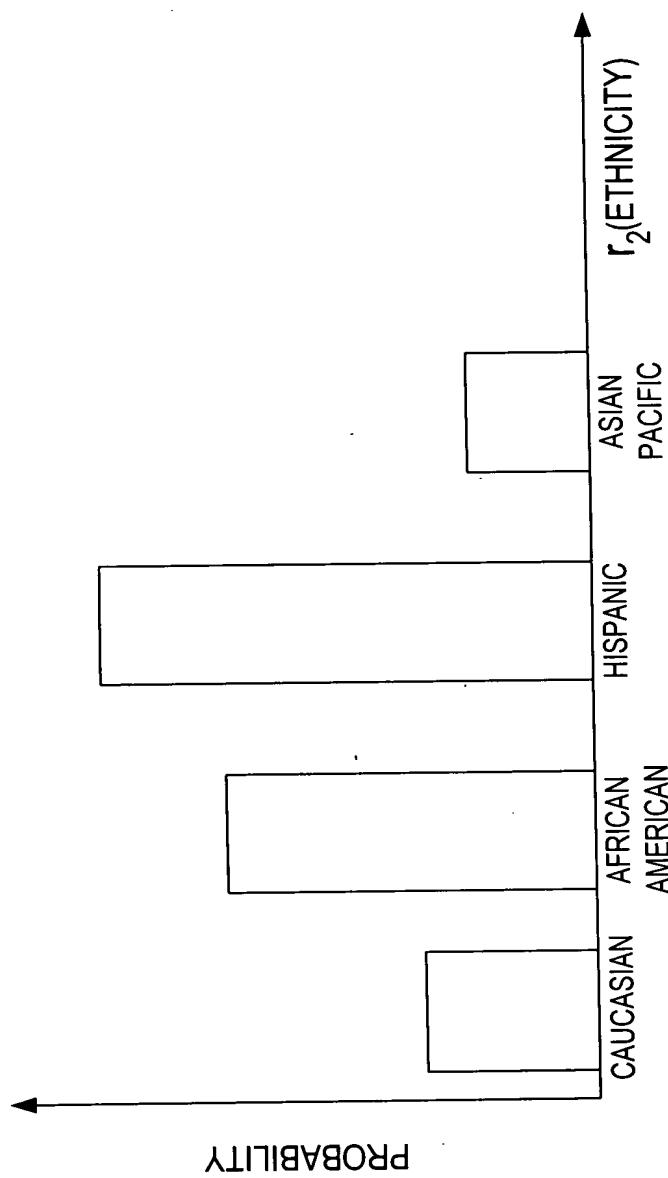


FIG. 30B